

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Ninth Year No. 4

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HOME LIFE GENERAL AGENTS HOLD MEETING

Round Table Discussion Gives Value to Gathering at Home Office

HAS INCREASED LIMITS

Announcement Made at Agency Convention That Company Will Now Take Up to \$150,000 on One Life

NEW YORK, Jan. 21.—About 40 general agents attended the annual meeting of the Home Life General Agents' Association in New York last week, which took the form of an intimate round table discussion of agency problems instead of a formal program. A meeting of the executive committee of the association was held Monday morning for the purpose of handling routine business.

Company Officials Speak

The conference itself opened with an informal reception by the general agents of the officers of the company, after which the first session was begun, with C. A. LeCroix, president of the association, in the chair. At this session various company officials spoke, including President Low; Ellis W. Gladwin, first vice-president; George W. Murray, second vice-president and superintendent of agents; William S. Gaylord, secretary; William J. Cameron, actuary, and Chester F. S. Whitney, associate medical director.

President Vice-President Murray presented faithful service gold medals to those qualifying. These medals are given after 10 years of service and gold bars are presented in token of appreciation for each additional five years. After this session, President Low entertained all the officers and general agents at luncheon.

How to Secure Agents

The real character of the conference was not manifested until the afternoon session, however, when the general agents and some of the company officers gathered around a large table for an informal and intimate discussion of the problems met by various members of the association in building and conducting the agency. Such questions as how to secure, train and hold agents, what the agent owes to the company and to the agency, and what the company and general agent owe the individual agent were discussed in a conference lasting four hours. The emphasis of the entire meeting was placed upon what a man can and should put into the business rather than upon what he can out of it. It was the general opinion that no one can achieve outstanding success in life insurance who goes into it only with the idea of the monetary return, and that the greatest appeal to every new man should be the opportunities for

NEW BUSINESS FOR 1924 COMPARED WITH PREVIOUS YEARS IN REPORT

THE figures compiled by the Association of Life Insurance Presidents on last year's business show the comparative returns for previous years by month and by class. They are based

on the reports of 45 United States companies, representing 81 percent of the total business in force in the country. They are given under the various classifications as follows:

TOTAL NEW PAID-FOR LIFE INSURANCE

	1922	1923	Increase Over 1922	1924	Increase Over 1923
January	\$ 467,665,146	\$ 559,341,830	19.6%	\$ 691,341,125	23.6%
February	510,829,600	576,347,276	12.6%	663,736,179	15.4%
March	600,987,098	741,844,458	23.4%	827,023,745	11.5%
April	587,100,839	764,693,335	30.2%	783,775,310	2.5%
May	599,440,273	767,453,221	28.0%	808,954,836	5.4%
June	595,918,996	779,583,232	30.8%	749,520,906	-3.9%
July	555,089,139	663,124,717	19.5%	703,254,698	6.1%
August	533,517,623	634,517,082	18.9%	649,439,371	2.4%
September	483,198,424	587,264,377	21.5%	601,038,386	2.3%
October	553,851,083	652,248,971	17.8%	831,053,832	27.4%
November	567,011,310	681,419,904	20.2%	713,725,900	4.7%
December	790,060,613	1,012,107,729	28.1%	1,086,210,173	7.3%
Total	\$6,844,670,144	\$8,418,946,131	23.0%	\$9,109,074,461	8.2%

FIGURES BY YEAR AND BY CLASS

Years	Ordinary	Industrial	Group	Total
1913	\$1,721,636,249	\$ 622,909,438	\$ 20,828,069	\$2,365,373,756
1914	1,662,231,235	662,600,330	45,539,795	2,370,371,360
1915	1,762,535,863	697,532,423	47,288,708	2,507,356,994
1916	2,178,826,685	709,743,469	78,783,526	2,967,353,680
1917	2,558,311,925	737,809,829	178,471,988	3,474,593,742
1918	2,663,279,337	793,187,041	246,981,237	3,703,447,615
1919	4,659,123,949	934,807,480	425,874,968	6,019,779,397
1920	5,681,007,057	1,116,621,618	425,874,046	7,223,402,721
1921	4,707,784,887	1,257,759,353	111,371,991	6,076,916,231
1922	5,149,351,508	1,418,802,550	276,516,086	6,844,670,144
1923	6,178,604,047	1,720,054,891	520,287,193	8,418,946,131
1924	6,547,595,666	1,963,552,570	597,926,225	9,109,074,461

FIGURES BY MONTHS FOR 1921

	1921	1922	1923	1924
January	\$ 360,669,439	\$ 393,357,406	\$ 6,871,088	\$ 460,897,933
February	378,194,830	91,866,413	6,212,699	476,273,942
March	440,622,012	118,477,535	10,129,875	569,229,422
April	442,867,532	95,768,661	7,035,680	545,661,873
May	435,705,446	125,231,584	9,242,769	570,179,799
June	420,913,420	104,908,845	6,134,217	531,956,482
July	379,746,882	11,872,179	4,685,902	466,304,963
August	356,649,764	84,582,610	5,497,441	446,629,815
September	330,416,646	96,805,089	5,104,157	432,325,792
October	355,978,372	129,165,245	6,580,497	491,724,114
November	351,548,129	109,087,404	5,803,210	466,438,753
December	454,572,505	126,646,382	38,074,456	619,293,343
Total	\$4,707,784,887	\$1,257,759,353	\$111,371,991	\$6,076,916,231

FIGURES BY MONTHS FOR 1922

	1922	1923	1924
January	\$ 349,406,539	\$ 103,725,385	\$ 14,533,222
February	387,956,618	110,954,007	11,919,975
March	450,310,794	132,833,474	17,842,830
April	438,863,267	123,208,464	25,029,108
May	463,912,095	125,083,996	10,444,182
June	461,074,850	115,959,171	18,884,375
July	432,750,416	110,422,335	11,915,888
August	412,108,610	102,900,951	18,608,062
September	367,855,456	97,256,655	18,086,313
October	405,369,189	122,790,356	15,691,538
November	423,636,126	125,960,233	17,414,951
December	556,108,548	137,707,023	96,245,042
Total	\$5,149,351,508	\$1,418,802,550	\$276,516,086
Increase Over 1921	\$ 441,566,621	\$ 161,043,197	\$165,144,096
Over 1921	9.4%	12.8%	148.3%

FIGURES BY MONTHS FOR 1923

	1923	1924
January	\$ 428,441,015	\$ 112,677,602
February	444,462,887	114,758,353
March	578,986,403	137,853,188
April	521,499,038	208,105,428
May	559,389,272	162,326,422
June	577,207,787	147,444,379
July	508,756,786	132,797,836
August	485,447,506	127,089,517
September	440,965,391	124,904,726
October	490,359,696	152,061,172
November	515,700,035	146,882,057
December	627,385,231	153,154,210
Total	\$6,178,604,047	\$1,720,054,891
Increase Over 1922	\$1,029,252,539	\$ 301,252,341
Over 1922	20.0%	21.2%

FIGURES BY MONTHS FOR 1924

	1924
January	\$ 492,558,607
February	504,552,564
March	635,192,395
April	580,949,207
May	600,324,103
June	573,507,832
July	536,896,858
August	484,965,773
September	436,617,515
October	501,458,638
November	524,384,010
December	676,188,164
Total	\$6,547,595,666
Increase Over 1923	\$ 368,991,619
Over 1923	6.0%

NEW RECORD IN THRIFT WRITTEN IN PAST YEAR

Report of Association of Life Presidents Shows Strides Made

NEW RECORD ESTABLISHED

Estimates Based on Preliminary Figures of Companies Representing 81 Percent of Business Show Gains

NEW YORK, Jan. 21.—Recent predictions that the amount of new life insurance bought by the American people in 1924 would break all former records are confirmed by the actual production reports of the leading companies forwarded to the United States Department of Commerce last week by the Association of Life Insurance Presidents. These records show an increase of 8.2 percent in new business during 1924, as compared with 1923, which was the former peak year.

Estimate \$13,514,000,000 Paid For

This official report of new life insurance acquired and actually paid for deals with the returns of 45 companies having in force 81 percent of the total legal reserve life insurance in the United States. Using their figures as a basis, George T. Wight, manager of the association, estimates that the total of new insurance, including revivals, increases and dividend-additions, produced by all of the legal reserve companies in the United States in 1924 was \$13,514,000,000, an increase of \$1,024,000,000 over the new business production of 1923.

The report shows that the new life insurance actually paid for in the 45 companies contributing to the association's records, exclusive of revivals, increases and dividend additions, was \$9,109,074,461, as against \$8,418,946,000 in 1923 and \$6,844,670,000 in 1922.

Gains in All Branches

New ordinary life insurance business during 1924 totalled \$6,548,000,000, as against \$6,179,000,000 in 1923, a gain of \$369,000,000, or 6 percent. New industrial business for 1924 amounted to \$1,963,000,000, as against \$1,720,000,000 in 1923, a gain of \$243,000,000, or 14.2 percent. New group insurance business aggregated \$598,000,000, as against \$520,000,000 in 1923, a gain of \$78,000,000, or 14.9 percent.

The year 1924 closed with the largest monthly production ever made in life insurance, the figures of the 45 companies for December amounting to \$1,086,000,000, beating the former record, made in December of 1923, by \$74,000,000, or 7.3 percent. Viewing the monthly production during the last three years, a steady growth is evident. The new paid-for business written during each month of 1923 materially exceeded that written in the corresponding month of 1922 and the amount written in each month, except June, of 1924 in turn exceeded that

(CONTINUED ON PAGE 32)

PAYS LAST SICK CLAIM

LINK WITH PAST IS BROKEN

Prudential Enters "Sick Benefit" on Books for Last Time—Started as Friendly Society

The last sick benefit policy of the Prudential Insurance company expired last May with the death of Mrs. Ella Dennison of Newark, who obtained the policy Oct. 9, 1876. Sick benefit policies, says the Prudential, "have virtually disappeared from the current business records of the old line companies."

The Prudential, which began 50 years ago as the Widows and Orphans Friendly Society, was but a year old when Mrs. Dennison's policy was issued. Mrs. Dennison was an invalid during the last years of her life, and drew her benefits accordingly. The policies were evidently of the "non cancellable" variety.

Prudential accounting officials, summarizing the 1924 disbursements, which aggregated \$62,780,332, included the final payments to Mrs. Dennison, wrote in "Sick Benefit" for the last time on a company annual statement, and expressed regret at the passing of this remainder of the early days of the company's business.

"Another link with the past broken," remarked Robert Gemmell, assistant secretary in charge of the claims division.

Hung on to Policies

"When the company was launched by John Dryden," Mr. Gemmell added, "the American public, now the largest buyer of insurance in the world, knew little of the various forms of protection now so popular. Sick benefits exercised a strong appeal. The infant company wrote a number of such policies. After its name was changed this form of policy was discontinued. An effort was made at the same time to procure the withdrawal by purchase on conversion of those outstanding, but in some instances the holders proved unwilling to part with them, thought the payments were small, running as low as \$3 a week. Sentiment probably had something to do with the refusals. Perhaps the policy had been issued directly by Mr. Dryden himself; but others, essentially conservative, declined to change as a matter of precaution."

Interesting Case

"Though I am by no means an old-timer among the Prudential veterans, some of whom have had 40-odd years of service to my 30 or 31, I remember an old negro to whom the sick benefit was a source of great satisfaction. Whenever the world became especially inconsiderate with her, she went to bed, called a doctor and collected \$3 a week from the Prudential. Toward the last, as the years bent her back, she came to be virtually a pensioner. Endowment policies, monthly income policies, all the new forms now in demand, had no attraction for her. She preferred to get sick and collect \$3 a week, leaving her funeral arrangements perhaps to perplex her church society or her friends."

Two Chicago Suits Dismissed

An echo of the old suits that were brought in Chicago at the time a campaign was being waged against alleged twisters came to the front recently, in the case of Harry Davis, one of the men involved, against Fred B. Mason, who was general agent of the Aetna Life, and Thomas J. Houston, who was then Illinois insurance superintendent. The suit was dismissed so far as these two men were concerned in Judge Ryner's court. Mr. Davis brought suit against these two, the officers and members of the executive committee of the Chicago Life Underwriters Association, charging conspiracy in the effort to destroy or impair his business.

CAPITAL IS INCREASED

DECLARES A STOCK DIVIDEND

W. P. Kent Resigns Secretaryship North American To Give All His Time to Treasurer's Office

At the annual meeting of the North American Life of Chicago, a stock dividend of \$300,000 was declared, thus making the capital \$1,000,000. The company gained about \$2,500,000 insurance in force last year. The North American Life has started a much larger organization in Illinois, and is now getting a very desirable business through these new agents.

At the annual meeting W. P. Kent, secretary and treasurer, asked to be relieved of the duties of secretary, as the office was increasing in detail. His work is so much taken with investments that he will continue only as treasurer, and will give almost all his time to investment work. Mr. Kent is one of the original organizers of the North American Life and has been one of the active factors in its upbuilding. Practically all his time has been devoted during the last couple of years to the investment department.

Frank Marzloff becomes secretary. He has been in charge of the renewal department. Mr. Marzloff is a lawyer, having been admitted to the bar. He started with the company when it was at Newark, N. J., as a minor clerk.

President J. H. McNamara left this week for Tampa, Fla., where he will spend the winter. Treasurer W. P. Kent left for St. Augustine and will spend the rest of the winter there. These two officials take their vacations in the winter.

WOMAN AGENT IS A LEADER

Miss Alma Ware of Beaumont Writes Over Half a Million Life Insurance in Texas

Miss Alma Ware was the only woman to qualify for the Quarter Million Dollar Club of the Jefferson Standard Life in 1924. Miss Ware represents the Jefferson Standard at Beaumont, Tex. Each year she has qualified for the Quarter Million Dollar Club convention trip and attended the convention this year which was held at Miami. Miss Ware's production during 1924 was more than \$500,000. She was the only member of the sales force in the Gulf Coast division of the company to make the grade. Miss Ware was reared near San Antonio and went to Beaumont about seven years ago as a representative of the Texas "Free Mason."

Miss Ware's achievements were recognized in the Beaumont "Journal" by a front page story and a picture of her seated at her desk.

EXAMINATION IS ENDED

GOOD CONDITION IS REPORTED

Commends Springfield Life of Illinois Shifting from Fraternal to Legal Reserve Basis

Examiners of the Illinois insurance department after an exhaustive inquiry into the condition and affairs of the Springfield Life of Springfield, Ill., have filed their report with the department of trade and commerce. This examination was made for the purpose of determining the value of the assets and liabilities of the company at the commencement of business as a mutual legal reserve company on Oct. 8, 1924.

The financial statement made a part of this report shows admitted assets of \$4,756,875, against which are liabilities, including reserves on all business carried on the company's books, of \$4,088,000. After computing all possible liabilities there remains a surplus of \$567,728.

Commends the Change

In concluding their voluminous report to the department, the examiners say:

"It is considered that the action of changing from the fraternal to the purely mutual legal reserve basis, in which the former members of the fraternal are now the policyholders and the sole owners of the company, was commendable. The record of building up, in 30 years on the fraternal plan, an association which, with nearly \$75,000,000 of life insurance in force, was able to change to the mutual reserve basis, with no assessment liability existing any longer, and to show a surplus of \$567,727.63 over all liabilities, including the legal reserve on all contracts and deficiency in pure premium reserves, is considered remarkable."

The Springfield Life is thus ready to enter the legal reserve life insurance field equipped to handle the business of standard life insurance with a strong backing. Agency Superintendent George Hawkins is organizing an efficient field force, and agencies have already been established and are now functioning in eleven of the larger cities in the states of Illinois, Iowa, Indiana and Minnesota.

The Springfield Life began business Oct. 8, 1924, on a legal reserve basis. It was chartered as a fraternal society July 16, 1895. At a meeting of the governing body, held in September of 1924, the association was converted into a legal reserve company, and its outstanding contracts reinsured by the Springfield Life.

Missouri State Meetings

The Missouri State Life will have the annual meeting of its \$100,000 club in St. Louis, Mar. 16-17. The Quarter-Million Club will meet Apr. 1-3 at Havana, Cuba.

PURCHASES BUILDING

DECATUR PROPERTY IS SOLD

International Life Closes Deal, Disposing of Old Home and Securing Building Adjoining

ST. LOUIS, MO., Jan. 21.—The International Life of St. Louis has purchased the Title Guaranty Building southwest corner of Seventh and Chestnut streets, from the Seventh and Chestnut Realty Company on the basis of \$1,850,000. Paul Brown, well known St. Louis capitalist, controls the former holding company for the building.

Under the terms of the transfer of the old home office building of the Standard Life at Decatur, Ill., is taken in part of the purchase price of the Title Guaranty building on the basis of \$500,000. The International Life assumes a \$800,000 deed of trust on new building held by Mercantile Trust Company of St. Louis as trustee for the Metropolitan Life Insurance Company.

No Cash Changed Hands

The Title Guaranty Building is a four-story and basement, fire-proof structure and contains about 225,000 square feet of floor space. It is about 40 square feet smaller than the building at Decatur.

The building at Decatur was used until about three years ago as the home office of the Standard Life at Decatur, which at that time was moved to St. Louis. A few months ago the company was merged with the International Life, which occupies several floors of the International Life building at the southeast corner of Eighth and Chestnut streets. No cash changed hands in the transaction. The deal simply involved a transfer of the buildings and the assumption of the mortgages by the new owners. The transaction was handled by the Rhoads Realty Company, which represents both parties.

Brown acquired the Title Guaranty building at a foreclosure sale in June 1921, for \$242,000. He bought the ground in the same year for \$350,000 and recently entirely remodeled the building.

The leases on the International Life present offices still have some time to run, while occupants of the Title Guaranty building for the most part have long term leases. However, it is probable that some of the departments of the International Life will take space in the new building immediately, and eventually it will become the home office building for the company which is the third largest Missouri company and one of the fast growing companies in the west.

Bradford H. Walker, vice-president of the Life Insurance Company of Virginia has been elected a director of the First National Bank of Richmond.

FIGURES FROM DECEMBER 31, 1924, STATEMENTS

LIFE COMPANIES

	Total Assets	Capital	Surplus	New Bus. 1924	Ins. In Force	Gain In Force	Prem. Income	Total Income	Pd. Policy-holders	Total Disburs.
Acacia Mut. Co.	\$1,542,280	250,000	43,469	\$38,148,700	\$174,625,300	\$22,434,600	\$463,141	\$552,116	91,774	\$265,230
Agri. Mich.	240,614	100,000	16,118	2,167,225	13,501,437	1,291,893	174,800	182,592	27,333	108,547
Bankers, Colo.	2,936,981	200,000	235,548	4,600,000	20,067,000	1,958,000	543,600	698,912	190,000	410,600
Bk. Sav. Kan.				26,459,471	138,624,471	11,891,980				
Cent. Life, Ia.				34,440,014	181,324,735	13,576,568				
Col. Nat. Life	1,000,000			1,490,000	3,946,750	910,500	130,383	133,409	11,173	63,980
Far. U. M. Ia.	110,564	300,000	76,916	9,593,578	54,969,230	746,749				
Fed. Life, Ill.				7,639,960	30,158,877	2,809,128	874,820	1,016,262	257,211	600,581
Guar. Life, Ia.	2,838,782	2,000,000		146,433,046	538,212,313	62,476,315				
Mo. State				8,005,556	37,639,409	2,391,939	1,807,460	1,752,383	511,641	1,095,940
Montana Life	5,979,250	500,000	502,590	19,309,649	19,468,679	1,271,167				
Nat. Fid. Mo.				62,698,251	421,565,859	32,484,820	14,449,081	19,531,124	11,691,089	15,815,599
Nat. Life, Vt.	\$4,147,173		5,768,741	43,829,226	195,366,671	22,057,505	5,306,904	6,440,553	2,216,940	4,062,672
Northw. Natl.	18,159,248	260,000	260,000	13,208,745	51,469,951	7,263,812	1,595,791	1,999,331	347,246	1,141,250
Ohio Nat.	8,627,958	800,000		736,806	9,620,396	159,813	308,180	436,449	194,786	284,820
St. L. M. Life	2,191,272		134,383	13,904,664	79,217,360	3,908,307				
Sec. Mut. N.Y.				21,175,509	86,063,941	11,639,290	2,277,953	2,850,027	656,912	1,057,673
Southland, Tex.	9,616,035	400,000	289,250	1,026,852	1,026,852	1,026,852	24,113	26,175		34,321
State Res. Tex.	185,430	100,000	79,430	103,500	556,800	87,800	20,773	28,573	14,432	16,861
Wis. St. Fund	136,073		15,183	3,159,425	13,058,601	1,895,437	401,008	486,278	133,662	299,751
Wisconsin Life	1,344,041		70,722							

PRaise for Creative Agent from Stevens

President of Illinois Life in Forceful Address at "Indiana Day" Program

Tells Business Outlook

Shows Picture of Brilliant Future Before Life Underwriters, Though Warning of "Price Peddlers"

INDIANAPOLIS, IND., Jan. 21.—Speaking before the "Indiana Insurance Day" gathering here yesterday, President R. W. Stevens of the Illinois Life gave a brilliant picture of the future before life underwriters today, giving special praise to the creative salesmen in contrast to the peddlers who only damage the business in the public mind. Mr. Stevens said, in part:

Given Impetus by War

"When the President of the United States speaking on behalf of our people declared that we were at war with the imperial German government, plans were speedily put into operation that soon brought peace with honor to the American flag; and among the earliest of the major war winning proposals was life insurance for those brave boys who planted the Stars and Stripes above the broken battlements of autocracy.

"When the call to the colors came and training camps and cantonments were organized, the business of life insurance was represented not only creditably but with honor by the number and the caliber of the life insurance men in uniform.

"When the call for money came, the legal-reserve life insurance companies, under no pressure and without urging, promptly invested to the extent of their ability their available cash resources in Liberty Bonds and immediately began shaping their finances for future purchases.

Insurance a Vital Force

"When it was found necessary to the fullest success of our government insurance plan to carry the message of its advantages and benefits to the individual members of our armies, life insurance men in military service delivered that message so enthusiastically and so effectively as to astound us all when we read the figures that told of their achievements.

"When the call came for volunteers to carry on an intensive canvass for the sale of the Liberty Bonds, life insurance men came marching strong, and how well they upheld their reputation for being the best salesmen in the world is a matter of public record.

"When our boys came marching home victorious and triumphant, we found that of those who won the distinguished service medals, the chevrons and the straps, no business, trade or profession showed a higher percentage to men engaged than did the business of life insurance; since initiative, resourcefulness, determination and leadership, qualities which make for a distinguished military career, are among the first attributes of the successful life insurance man.

Endorsed by Government

"William G. McAdoo understood the great advantage of life insurance for those splendid men who were risking and laying down their lives that liberty shall not perish from this earth, and knew that it was impossible for the life insurance companies to safely cover, at such cost as our soldiers and sailors could bear, the extraordinary risk of engagement in war; therefore, he advocated

FORM UNIVERSAL LIFE NEW COMPANY AT ST. LOUIS

E. G. Rolwing, Former Vice-President of Standard Life, Is the Chief Promoter

ST. LOUIS, MO., Jan. 21.—The formation of a new life company to known as the Universal Life, incorporated under the laws of Missouri, has been announced by Edward G. Rolwing, formerly a vice-president of the Standard Life but more recently in the land and investment business in St. Louis. A charter will be applied for within the next few days. The company will write life, health and accident insurance.

To Have \$100,000 Capital

The incorporators of the new company are Mr. Rolwing, Dr. M. Guy Mullen, Dr. Frank H. Boerger, Dr. John J. Stephens, Dr. A. O. Ludwig, Charles A. Litsch, Louis Litsch, Julius C. Fischer, Robert E. Colyer, Walter J. H. Lippelmann, Barney Dulle, Harry L. Ruckstuhl, Joseph F. Eilers, John M. Mittendorf, B. M. Cunningham and Thomas F. Maher. All are from St. Louis but Fischer, who resides in East St. Louis, Ill. Thirteen of the organizers are chiropractors. Ruckstuhl is a labor leader while Mittendorf is a student of chiropractic. Nine of the stockholders will constitute the board of directors and will be authorized to elect the officers. The company will have \$100,000 capital divided into 10,000 shares of \$10 par value each. It is understood that the stock will be sold at 3 for 1. Headquarters for the company are in St. Louis. Former Supreme Judge Charles Revelle will be chief counsel for the new company.

TREMENDOUS GAIN IS SHOWN

Business for Last Year Nearly Doubled by Old Line—Goal Set High for This Year

LINCOLN, NEB., Jan. 21.—The Old Line of Lincoln reports a tremendous increase in new business last year. On paid for basis, the 1924 production was 63.8 per cent over that of 1923. The company paid for over \$8,000,000. During the past year the company has launched an expansion program, which will be continued through the coming year. During 1924, Colorado, Oklahoma, Minnesota and Texas were opened. The agency plant has been well developed in these states, as is indicated by the reports on 1924 business. The home office agency in Nebraska had always been in first place in production, but in 1924 Texas produced approximately 50 per cent more than Nebraska and Missouri about 10 per cent more. Prior to 1924, less than 5 per cent of the company's business came from outside the state, while during last year 40 per cent of the business was produced outside of Nebraska and in December 81 per cent of the business came from outside the state. Approximately 50 per cent of the year's business for the Old Line came from agents who joined the company after March 1. C. Hubert Anderson, manager of agencies, has announced that the expansion program will be continued and that particular attention will be directed towards Illinois and Missouri during 1925. He feels that the company will pass the million a month mark this year. Its December production was considerably over \$900,000. While the business has been increased, the company has experienced the lowest lapse record rate of any year and the death rate was considerably less than 20 per cent of the expected. Thus the company shows big gains in both the underwriting and financial departments.

MERGER IS EFFECTED SOUTHERN COMPANIES UNITE

Standard of Atlanta, Famous Negro Company, and Southern of Nashville Consolidate

ATLANTA, GA., Jan. 21.—A notable merger was effected here last week, between one of the largest negro companies in the country, the Standard Life of Atlanta, and the Southern Insurance Company of Nashville, Tenn., a company operated by white men. The Standard Life was recently in the lime light, when an attempt was made to save it by Julius Rosenwald of Chicago and a number of other prominent financiers of the country. Particular mention was given the attempt, as it pointed out the fact that the large group of prominent white men was endeavoring to save the negro company for its owners in recognition of their past accomplishments.

Had Remarkable Growth

The Standard Life of Atlanta is one of the new organizations owned and operated entirely by negroes. It was incorporated in 1911 and began business in 1913. In the following years an excellent growth was experienced. By the end of 1923 the company showed total admitted assets of \$2,655,036 and insurance in force of \$29,823,231. The company began with a paid in capital of \$100,000, which was increased in 1923 to \$250,000. The surplus at the end of 1923 amounted to \$151,786. The net reserve was \$2,186,624. The company paid for \$24,351,560 new business in 1923, more than twice the amount written in 1922. It is explained that the company was unable to reorganize by itself, as a large amount of the stock had been placed as collateral with outside white interests and a reorganization agreement could not be reached. The danger of the outside interests of the owners was pointed out in the last examination report on the company.

Results in Big Organization

The merger, however, gives combined resources of about \$5,000,000 and an outstanding business of nearly \$75,000,000. The Southern of Nashville had assets of \$1,554,263 at the end of 1922 and the combined capital and surplus of \$233,914. It was writing business at the rate of \$34,000,000 that year and insurance in force amounted to \$33,427,478. Herman E. Perry was the negro president of the Standard Life, Will G. Harris was president of the Southern.

John Hancock Figure

The John Hancock wrote \$201,670,850 last year, a gain over the previous year of nearly \$23,000,000. \$86,122,985 was ordinary. A total gain of more than \$13,000,000. In the weekly premium department the total was \$115,547,570, an increase of approximately \$9,500,000. This was the company's biggest year.

Conversation Was on Conservation

Through a typographical error the subject matter of the agency convention of the Ohio National Life held at Cincinnati last week was reported in THE NATIONAL UNDERWRITER as "Conversation." The sessions of the Ohio National Life agents were entirely along more serious lines, the subject matter actually being "Conservation."

Penn Mutual Meetings

The regional conventions of the southern and southwest districts of the Penn Life will be consolidated this year, and a convention will be held early this fall, probably in September, at French Lick Springs, Ind. The date of the convention will be set to avoid conflict with the annual convention of the National Association of Life Underwriters.

HASTINGS GIVES GOOD SELLING SUGGESTIONS

Superintendent of Agencies of New England Mutual Addresses Richmond Life Class

POINTS TO BIG GROWTH

Says Life Salesman Must Have Tools and Must Appeal to Eye as Well as Ear

RICHMOND, VA., Jan. 21.—During his recent visit to Richmond, Glover S. Hastings, superintendent of agencies of the New England Mutual Life, made a striking address to members of the life insurance class of Richmond University. In presenting Mr. Hastings to the class, William Thornton, the instructor, said that several years ago he had spent three hours with Mr. Hastings in a New York hotel and had learned more about salesmanship from him during a



GLOVER S. HASTINGS
Superintendent of Agencies New England Mutual Life

single evening than he had learned during three years of solitary study.

Reviews Life Insurance Growth

Mr. Hastings opened his address by a brief review of the life insurance business in the United States since 1913. He compared it with the banking business. Taking the total volume of new life insurance paid for that year as representing 100 percent and the total bank clearings as 100 percent, he found that life insurance had far eclipsed banking in 11 years. Insurance has grown over 200 percent in this period.

Alluding to the address made a few weeks ago before the Life Presidents' Association by Frank H. Davis, agency vice-president of the Equitable Life of New York, Mr. Hastings said he would gladly write his check for \$100,000 if it would buy for him the privilege of living 25 years and taking part in the expansion to which Mr. Davis referred. He added with a twinkle in his eye that the check would be good.

Must Have Right Tools

Mr. Hastings said that the present combined assets of the life insurance companies represent more gold than has been dug since Columbus discovered America in 1492. And speaking of gold, he added that if one mines it, he must have the necessary tools with which to work. He recalled the '49-ers who

crossed the continent searching for the reputed vast wealth of California. Some of them failed to carry picks and shovels, and were forced to watch wistfully while their more foresighted companions extracted the valuable ore from the earth. The life insurance agent who does not equip himself with the proper tools—the educational advantages offered today—will not be able to get much of the gold in the business which will be available during the next 25 years.

Reach Eye as Well as Ear

In a delightful series of sketches, Mr. Hastings emphasized the importance of reaching the prospect through the eye as well as through the ear. His "Black Book" is renowned among those who have attended the various meetings of the Life Agency Officers Association since its incipency several years ago. From this, he produced a curious assortment of flies used by fishermen in Maine. One of them, dubbed by its inventor, a half-breed boy, "The Rooster's Regret," caught a big salmon for a well known humorist on his first visit to Maine fishing waters. Mr. Hastings said that prospects have been approached in the usual way so many times, that the agent must use a new bait if he is to land much business.

Getting Draftsman's Interest

He related an incident of several years ago, when he had journeyed from one town to another to see a prominent architect. Finding the latter away, he began talking to the young draftsman who greeted him in the architect's absence.

"You use figures in your work, don't you?" asked Mr. Hastings.

"Yes."

"Well, I can show you a short cut in calculating. You can do more figuring by using it, and consequently can make more money," adding slyly, "I can show you what to do with your money after you make it."

The usefulness of such an approach is, of course, to capture the prospect's interest.

Got Business Through Children

Last year, while traveling to California, Mr. Hastings said several children on the Pullman became restless and very annoying to the passengers after two days through the arid wastes of Arizona. One of the tots finally came to where he was sitting. He began telling the child a story, which he illustrated by an amusing drawing. This naturally called for another story, and another. It was not long until he had all of the children interested. Their father came up and introduced himself. It happened that he had been back in Connecticut, near Mr. Hastings' native town, on a business mission. As a result of the acquaintance so formed, the New England Mutual got two corporation policies of \$50,000 each.

MANHATTAN'S ANNIVERSARY

Will Celebrate 75 Years of Service in August in New York City—Has Opened Correspondence Course

The Manhattan Life will hold its convention this year during the third week of August in New York City. This meeting will mark the 75th anniversary of the foundation of the company. The meeting will last for four days. The agency meetings were omitted last year to allow more of the agents to qualify for attendance at this year's convention.

Has Prepared Correspondence Course

Charles H. Peterly, secretary of the agency department, has prepared a correspondence course consisting of 20 lessons for the benefit of the agent. After each lesson has been completed a set of approved answers accompanying the next lesson and a diploma is awarded the agent on a successful completion of the course.

JOHN M. STAHL HONORED AT BANQUET—BY CHICAGO ARTISTS AND WRITERS CLUBS

AN unusual honor was paid to a Chicago life insurance company president Saturday evening at the combined banquet of the Allied Arts Association and the Writers' Guild, both Chicago organizations. This dinner was held in compliment to President John M. Stahl of the Farmers National Life, who for many years has been a constructive force along artistic lines in Chicago, and who has given much time, money and effort to the improvement of conditions in Chicago and middle west concerning writers, painters, sculptors, musicians, etc. He has endeavored to bring about a higher and keener appreciation on part of the public, and to create a friendly atmosphere for the artists who are endeavoring to do creative work.

Much Time Given to Organizations

Mr. Stahl has devoted much time to the organizations bringing artists of various kinds together, encouraging them, making suggestions to them and bringing them in touch with those in the city, who he thought, might further their interests. He has served as presi-



JOHN M. STAHL
President Farmers National Life of Chicago Who Was Honored by Chicago Artists and Writers Clubs

dent of some of these organizations, has founded some himself and has nursed them along. He is now president of the Allied Arts Association, having founded that organization. He served as president of the Writers' Guild, the Society of Midland Authors and the Drama League of America.

Brilliant Galaxy of Talent

Saturday evening a brilliant galaxy of artists of various kinds and those interested in art gathered together in Chicago to do honor to Mr. Stahl. At the head table were some of the well known writers and painters of the west. Many letters were read from those who were not able to be present. Many poets contributed original verse to the occasion. There were flashes of wit, much good natured badinage and a lot of merriment. It was one of the most brilliant occasions intellectually that has been held in Chicago for some time.

Mr. Stahl's Achievements

During the evening Mr. Stahl's work outside of literary pursuits were referred to. For some 10 or 12 years he labored to have the free delivery service inaugurated. He worked arduously both at Washington and elsewhere creating sentiment in its behalf. He is known therefore as the father of rural free delivery. He went at parcels post in the same way, and secured the adoption

of that important program by Congress. As an editor of farm journals, Mr. Stahl labored assiduously for the better enlightenment of the farmer, improved conditions and the advancement of his welfare.

Friendly Interest in Artists

He feels a personal and friendly interest in all the men and women who are endeavoring to do something in the way of writing, painting, etching, musical composition and dramatic work. They all count him their friend and go to him for all sorts of favors. He has a deep affection for these creative people. Mr. Stahl has done some writing himself and this was referred to at the banquet.

At the close of this sparkling and scintillant dinner, Mr. Stahl was called on, after he was presented with a bounteous and beautiful bouquet of roses. He gave a talk that impressed his hearers profoundly. In a quiet, dignified and feeling manner he paid tribute to his mother, sister, wife and daughter, all having done much to encourage and help him in everything that he undertook.

Friends Better Than Money

One of the speakers in referring to Mr. Stahl, stated that he had not amassed a fortune nor had he been ambitious to make big money. In his talk Mr. Stahl said that the friends that he had made in his career were worth far more to him than all the money that Henry Ford, John D. Rockefeller, Andrew Carnegie, and other multi-millionaires had amassed. He then said that there were too many beautiful paintings to see, too many delightful books to read, too much exquisite music to hear, too many mountains and valleys to see, too many statues to inspect, too many other fine things to engross his attention, so that he did not have time to devote to business pursuits other than to make a comfortable living.

Letters Were Read

Mrs. Fay Cooper Cole, master of the Writers' Guild presided at the banquet. Miss Josephine Rice sang twice during the evening. The letters were read by Mrs. Marian Chase Schaeffer, a professional reader. The letters were from Charles G. Blanden, Frank Swington of London, Edwin Markham, Alice French, who is better known as "Octave Thanet," Ben Greet of London, Herbert Quick, author of "Vandemark's Folly," Harriett Monroe, Elizabeth Sewell Hill, Alice Hegan Rice, Cale Young Rice, Stuart P. Sherman, Theodore Dreiser, Sherwood Anderson, H. L. Mencken editor of "American Mercury," Harry Hansen, literary critic of the Chicago "News," Padriac Gregory the poet of Belfast, Ireland; Katherine Holland Brown, Theodore B. Hincley, head of the dramatic department of Northwestern University, John Farrar, editor of the "Bookman," Hobart C. Chatfield-Taylor, Myrtella Southerland, Young E. Allison, Clara Kern Bayliss, Bob Becker, and Clara Ingram Judson.

Speakers of the Evening

The speakers were Mason Warner, head of the Mason Warner Advertising Agency and first president of the Writers' Guild; Prof. Charles Myall, poet and high school principal; Frank V. Dudley, the painter of the Dunes; Mrs. Louise Ayres Garnett, of Evanston, Ill., the well known poet and musical composer; Glenn Ward Dresbach, the poet; Miss Alice Gerstenberg, dramatic writer; Edwin Balmer, novelist; Prof. Wallace Bruce Amsbury, poet and professor of English at Armour Institute; Mrs. Margaret Hill McCarter of Topeka, Kan.; Mrs. Clara Louise Burnham, Chicago poet; Earl H. Reed, the etcher who has brought the Dunes into prominence,

What It Means to Be Worth-While Life Agent

WILLIAM S. ASHBROOK, agent and secretary of the Provident Mutual Life, has offered the following interesting comment on the subject "What It Means to Be a Worth-While Insurance Agent."

"I have in mind a certain agent who is still active in the business of selling life insurance at the age of 84, after 45 years of continuous service. I mention him because he is simply an average agent."

"He lives in a country town, which has since become the suburb of a large city. It is no exaggeration to say that that town is better because he has lived in it. He is regarded very much as an old pastor might be, who for a long period had christened the babies, married its young people, and buried its dead, or as an old lawyer whose good counsel had been proved in drawing its wills and conserving its estates, or as a family doctor who has cured its bodily ills for a generation."

"It is practically impossible for an old friend to appear on the street without some kindly greeting from a beneficiary under a policy of insurance which he has placed. He passes a little cottage where a big family of children have lived a beautiful home life by reason of his having persuaded the father to give them insurance."

"He is greeted by a widow whom he has saved from life of drudgery, by insuring her husband."

"This is not a fanciful picture. The old gentleman sees about him the fruit of his own handiwork. He has entered into the heritage of esteem which no man might envy."

"He has not written his name in the sand. He has the comforting knowledge which sweetens each day of his fast declining life that his work has been a good work, and that his part in it has not been forgotten."

Had Conference at Fargo

About 20 full time insurance men, representative of the Northwestern National Life of Minneapolis, attended the annual mid-year get-together meeting held at Fargo. Henry W. Cook, vice-president and medical director, J. Stewart Hale, actuary, and M. E. Jenness, secretary, all of Minneapolis, gave talks on insurance conditions and insurance problems at the meetings.

Miss Lily A. Long of St. Paul, literary critic of the St. Paul "Pioneer Press," Mrs. Anne Higginson Spicer of Waukegan, Ill., poet; Llewellyn Jones, literary critic of the Chicago "Evening Post," Douglas Malloch, poet and entertainer, Prof. Jay William Hudson, head of the department of philosophy at the University of Missouri and well known writer, and Major S. C. Stanton, medical director of the Farmers National Life.

Mrs. McCarter Prominent

Mrs. McCarter, who came into prominence as being the first woman to address a national political convention. She was called out at the Cleveland Republican convention, being a delegate from that state. Her oil portrait hangs in the Kansas state house by enactment of the legislature. She is a novelist and historian, being the author of "Cottonwood's Story," "Cuddy's Baby," "The Price of the Prairies," "The Peace of Solomon Valley," "Winning of the Wilderness," etc.

Miss Long, in addition to being a literary critic, has written a number of books, some of them being "A Squire of Low Degree," "Apprentices to Destiny," "The Singing Place." She has written a number of poems.

Mr. Hudson is a well known writer, some of his books being "The Treatment of Personality," "American's International Ideals," "The College and the New America," "The Truths We Live By," "Abbe Pierre" and "Nowhere Else in the World."

CASH VALUE FOR U. S. GOVERNMENT POLICIES

Proposed in Bill Which Has Been Introduced in Upper House of Congress

MAY CHANGE BONUS LAW

Amendment by Senator Jones to Allow Net Single Premium as Surrender Value

WASHINGTON, D. C., Jan. 21.—Amendments to the bonus law which would give government insurance policies a surrender value after the third year have been proposed in Congress by Senator Jones of New Mexico.

Under the terms of a bill which Senator Jones has introduced, the law would be changed so as to provide that "three years after the date of the certificate, or at any time thereafter upon the anniversary of such date, and before the maturity of such certificate, upon application and presentation of the certificate to the director by the veteran there shall be paid to such veteran a sum (referred to in this title as the 'cash surrender value') computed in accordance with accepted actuarial principles and based upon the American Experience Table of Mortality, and interest at 4 per centum per annum, compounded annually, equal to the policy value (at the end of the certificate year preceding the one in which such application was made) of such certificate as a net single premium policy."

May Take Up Loans

The measure also provides that veterans who have used their certificates as collateral for bank loans may surrender them, the government making payment to the bank for the loan, which is to be deducted from the amount paid the veteran together with interest on the amount paid the bank from the time of such payment to the date of the payment of the cash surrender value to the veteran, at the rate of 6 percent per annum, compounded annually.

In order that this plan might be carried out, Senator Jones provides for an annual appropriation each year beginning in 1925 and ending in 1946 of an amount sufficient as an annual premium to provide for the payment of the face value of each adjusted service certificate in 20 years from its date or on the prior death of the veteran, or the cash surrender value of each adjusted service certificate, the latter being based upon the American Experience Table of Mor-

Bonus Available in Cash

The bonus was allowed on a basis of \$1 per day for each day in service in the United States and \$1.25 for each day overseas, deducting the \$60 paid the veteran on the basis of \$2 a day for 30 days at the time of discharge. The net sum was taken as a single premium for a 20-year endowment on the American table at 4 percent and a 20-year endowment policy was granted for the amount such sum would pay for. The surrender values now allowed by law, however, are only equal to what the reserve would be on a continuous annual premium 20-year endowment. Making the single premium available in cash is thus the same as offering the bonus in cash, and would no doubt result in wholesale surrenders.

Includes the Accretions

At the end of three years the Jones amendment would make available in cash, not only the original bonus, but

DEATH RATE IMPROVES

METROPOLITAN LIFE'S RECORD

Smallpox Epidemic in Minnesota Noted By Life Insurance Statistician of New York Company

The Metropolitan Life reports that the November, 1924, death rate of 7.8 per 1,000 is the lowest ever reported for that month, among Metropolitan industrial policyholders. The November record for every important cause of death was favorable and particularly so for typhoid fever, for the principal epidemic diseases of childhood, tuberculosis, organic heart disease, pneumonia and puerperal diseases. Among deaths due to violent causes, suicide and automobile accidents showed increases over both October 1924, and November of last year. There were also more homicides than in October, but there was a decline in the rate as compared with November 1923. For all accidents combined the rate decreased both from October figure and from November last year.

The general death rate for the large cities of the United States during November was 12 per thousand. This is higher than the rate for the previous month, 11.3, but is lower than the figure for November a year ago, 12.2.

Smallpox Cases Increase

Smallpox cases increased in several states in November. In California 274 cases were reported during the first three weeks in November, as compared with 166 during the corresponding weeks of October. In Minnesota the cases rose from 102, to 305 for the same weeks. In Minneapolis 523 cases of smallpox with 55 deaths have been reported this year up to Nov. 17. It is estimated that there are still nearly 150,000 persons unvaccinated in that city. St. Paul has been waging a vigorous vaccination campaign in that city. It is estimated that 12,000 persons have been vaccinated, with the total expected to reach 180,000. In Dublin, Ga., smallpox broke out in the negro section, but prompt efforts of the health officials appear to have completely arrested this spread of the disease. An outbreak of a mild type of it has occurred at Johnson City and Union, N. Y. About 30,000 vaccinations are reported to have been performed in and around Johnson City since the outbreak was discovered. The schools at St. Louisville, O., and Albersness were closed because of smallpox.

Made Assistant Superintendent

Lauriston H. Hanna has been appointed assistant superintendent of agents of the Equitable Life of Washington, D. C. He is moving to the home office from Baltimore. He has been in the life insurance business for some 20 years.

Table Illustrates Values

The following table illustrates the sums that would be available on surrender of bonus policies at various periods. The table is on the basis of \$1,000 20-year endowment. On policies already issued the cash value under the Jones proposal can easily be figured. Where the net bonus is known the cash value can also be figured by comparison

also the reserve accretions. For example, on a 20-year endowment policy for \$1,000 at age 25 the single premium on the American table at 4 percent is \$492.77. At the end of three years the reserve, which under the Jones amendment would be available as cash value, becomes \$542.25. In five years it is \$579.20, in ten years, \$687.96, and in 15 years, \$825.32. These values, of course, are far above those on an annual premium 20-year endowment, even in the later years.

MIDLAND'S CONVENTION

STAR SPEAKERS TO APPEAR

Columbus Company Will Hold Annual Agency Meeting at Home Office City Feb. 5-7

The annual convention of the Midland Mutual Life of Columbus, to be held in that city Feb. 5-7, will be featured by addresses by several stars of the insurance platform, such as W. E. Bilheimer, Dr. S. S. Huebner and W. B. Burruss. The program is as follows:

Thursday, Feb. 5

Morning

"Fundamentals of Life Insurance," W. E. Bilheimer.

Afternoon

"How to Get the Money with the Application and When to Have a Man Examined," W. E. Bilheimer.

"Prospects, Salesmanship, Closing," W. E. Bilheimer.

Friday, Feb. 6

Morning

"How I Wrote an Application a Week for 156 Consecutive Weeks," (an analysis of my 1924 canvassing activities), C. B. Aldridge.

"The Value of Systematic Canvassing," S. B. Garwood.

"The Approach,"

"Guaranteed Savings" (15 minutes), G. L. Stuart.

"Value of the Approach and How I Use It" (15 minutes), H. E. Crain.

"How I Get Invitations to Present Midland Service" (15 minutes), R. S. Moore.

Prize Contest—Subject: "The Close." Open to all. First prize \$15, second prize \$10, third prize \$5. Three minutes in which to state, illustrate or act out your most effective closing pull.

Afternoon

"The Family Budget," T. G. Allen.

"Doubling the Salesman's Income," W. B. Burruss.

"Fundamentals of Selling," W. B. Burruss.

Banquet and Smoker

Greetings to the convention, by chairman, W. O. Thompson.

Address: "Shakespeare the Salesman," W. B. Burruss.

Saturday, Feb. 7

Opening—Announcing contest winners and awarding prizes.

"The Mental Attitude," E. P. Tice.

Intermission.

"Human Values vs. Property Values," S. S. Huebner.

Messrs. Harnden, Riets, Steinman, Thompson, Arnold, Hawkins.

Adjournment.

Urges Truth in Advertising

Necessity for truth and fair play in advertising was emphasized by Herbert N. Laffin, associate counsel for the Northwestern Mutual Life, at a meeting of the Women's Advertising Club of Milwaukee. The old maxim of "let the buyer beware" has been displaced by modern ideals of honesty, he declared.

with the net single premium for the proper age.

Net Single Premium and Reserves American Experience—4%						
\$1,000 20-YEAR ENDOWMENT						
Age	Net Single Prem.	3rd Year	5th Year	10th Year	15th Year	20th Year
25....	492.77	542.25	579.20	687.96	825.32	
26....	493.19	542.62	579.55	688.19	825.40	
27....	493.64	543.03	579.93	688.44	825.49	
28....	494.12	543.49	580.34	688.73	825.60	
29....	494.66	543.98	580.80	689.04	825.71	
30....	495.25	544.53	581.30	689.38	825.84	
31....	495.90	545.14	581.86	689.77	825.99	
32....	496.62	545.80	582.49	690.21	826.16	
33....	497.41	546.55	583.19	690.70	826.36	
34....	498.29	547.39	583.96	691.26	826.58	
35....	499.27	548.32	584.84	691.90	826.84	
36....	500.37	549.36	585.82	692.62	827.12	
37....	501.59	550.53	586.92	693.44	827.44	
38....	502.95	551.83	588.16	694.36	827.79	
39....	504.47	553.29	589.55	695.39	828.18	
40....	506.17	554.94	591.12	696.54	828.61	
41....	508.06	556.78	592.87	697.82	829.09	
42....	510.18	558.84	594.83	699.23	829.61	
43....	512.54	561.12	597.02	700.79	830.19	
44....	515.14	563.69	599.45	702.51	830.84	
45....	518.08	566.52	602.12	704.40	831.54	

LITTLE IMPROVEMENT IN HIGH LAPSE RATIO

Early Reports for 1924 Show Rate Is Still Well Above Average

ASCRIBED TO DEPRESSION

Believed Business Conditions Govern Lapses, Though Twisting May Have Contributed

NEW YORK, Jan. 22.—Little improvement was noted in the excessively high lapse ratio of recent years when company returns for 1924 were studied. In most cases the figures are not yet in shape for a detailed analysis, but the report is general that lapses were heavy throughout the country. This has not been the experience of one, or of only a few companies, but of all, east or west, large or small.

Attributed to Depression

Company officials in the east ascribe this condition largely to the general business depression which has existed throughout the country. Life insurance, which should be the last to suffer from hard times, is unfortunately the point at which many people practice their first so-called economy. In too many cases policyholders demand loans on their insurance until they are so much in debt that it seems prohibitive to clear the policies, which are allowed to lapse. Others discontinue payment of premiums when they are uncomfortably pressed financially, and then prefer to drop their policies and to apply for new insurance rather than to reinstate their old policies.

The most serious situation was noted in the states which were hardest hit by the business depression, including the Dakotas, Iowa and other western and southern states which have suffered most during the financial stringencies. This substantiates the theory that the heavy lapse ratio is due largely to business conditions. Few companies have analyzed their 1924 figures as yet to the extent of reporting on differences between city and rural territory in the matter of lapsation.

Suggests "Twisting" Toll

In most cases officials are of the opinion that the continued heavy lapse rate of the last few years is not due to poorly sold business in the first place. In fact they believe that the business now is better sold than ever before, and that this is not a factor in the loss of business from the books. It was suggested by one agency superintendent that there may be more twisting of policies than is ordinarily suspected, and that a good part of the high lapse rate experienced by all companies may be due to this unethical practice, detrimental to policyholder and company alike, and injurious to the institution of life insurance as a whole.

Insuring Blanket Indians

Life insurance is being taken out by blanket Indians in Oklahoma, following an arrangement made recently by insurance companies with the department of the interior to grant insurance to Indians through the Indian agencies, it was announced by Jesse G. Read, Oklahoma insurance commissioner. Full blooded blanket Indians cannot buy the lower cost insurance policies because of the high death rate, he added. One Osage Indian recently bought a three-year endowment policy with the total premium of \$50,000. Toward this he paid \$38,000 as cash payment, it is said.

HAD UNIQUE MEETING**FIELD MEN WERE IN CHARGE**

New York Life Convention of Agency Directors at Seabreeze, Fla., Was Gratifying Innovation

The annual meeting of the agency directors of the New York Life, held at Seabreeze, Fla., last week, was unique in every way and for the first time in the 28 years these meetings have been held, the home office officials were not in charge of the program. It was a meeting for, of and by the agency directors. It had been planned to give the field men entire charge of the program and allow them to develop in their conferences an array of recommendations for the future operation of the company.

Brought Out Suggestions

The plan worked out to the satisfaction of all concerned. The home office officials received a wealth of valuable suggestions, and it gave the field men an opportunity to get many of their pet hobbies "off their chests." Every department of the company came before the "board" during the session. The agency directors appointed more than ten separate committees of three each to handle different phases of the work and these committees, cooperating with the entire group of agency directors, drew up a long list of suggestions that applied to all phases of the business, underwriting and financial. All suggestions were given in the spirit of co-operation and friendliness, and even where criticisms were presented of present practices or customs, no hard feelings were aroused at any time. It was a unique method of handling the annual agency meeting and unusually profitable in that it brought out more of a response from the field men.

The New York Life men were also given a unique form of entertainment during the convention. The entertainment committee found its task very light at the Seabreeze convention, as the local business men of the entire county extended a royal welcome throughout the entire convention. A long procession of automobiles met the New York Life men at the train and from the first until the end of the convention presented both the agency directors and their wives with an elaborate program of entertainment. They even went so far as to stage an automobile race at the beach race track, importing two speedsters especially for the occasion.

Set New 1923 Goal

At the close of the convention a new allotment was given the agency directors, which called for a 10 per cent increase in new business during 1923. The allotment was divided down the line, so that every agency director, agency organizer and supervisor will be held responsible for a 10 per cent increase. This will result in a paid for business of very nearly \$850,000,000 for 1923. The entire official family of the New York Life, including President Darwin P. Kingsley, was present, and presented the new goal in a forceful way. Congratulations were extended the field force for the achievement of 1924, when over \$745,000,000 of new business was paid for, bringing the amount in force to \$4,690,000,000.

At the meeting the appointment of four new agency supervisors was announced, the following New York men being promoted: Charles Kederich, Grand street branch; George Kederich, Brooklyn branch; Joe Schirmer, Forty-second street branch, and Captain Royall, Forty-fourth street branch.

The Maryland United Life Agency of Baltimore has filed articles of incorporation to act as agents for insurance companies in soliciting insurance of all kinds. Samuel Schwartz, Harry M. Caplan and Michael Miller are the incorporators.

CONFERENCE WAS HELD**MINNESOTA MUTUAL MEN IN**

Important Announcement Made at the Meeting of General Agents—Will Write Monthly Business

ST. PAUL, MINN., Jan. 22.—At the managers' and general agents' conference of the Minnesota Mutual Life presided over by O. J. Lacy, vice-president in charge of the agency department, held here this week it was announced that the company is now prepared to write payroll deduction insurance on very liberal terms. The monthly premium on this is one twelfth of the annual premium. Furthermore the company is now taking all regular policy forms on the monthly payment basis. The rate on the regular monthly form is one third the quarterly premium. The minimum premium is \$7.50 a month. Vice-President Phillips said the cost of putting a policy through the home office was 50 cents for each process on the bonds. Hence the cost for monthly payment items is multiplied.

Plan for Payroll Deduction

In the pay roll deduction plan the minimum will be \$20,000. If 10 lives or more are insured, the short form of medical examination will be used. If 30 or more are insured, no examination will be required. The business must be written on lives between 15 and 50 inclusive. On the short form, the maximum per policy is \$1,000. Under the non-medical, the maximum is 2½ times the average of the group.

Passed Hundred Million Mark

The Minnesota Mutual Life has now passed the \$100,000,000 mark of insurance in force, the exact figure being \$107,153,808. The volume for this year promised by the general agents and expected to develop through new organization is \$36,000,000. Last year the company's paid for business was \$28,814,501. President E. W. Randall, who has now been head of the company for 16 years, in a talk said that the getting of the first \$100,000,000 was the hardest work in a company's history. It is a monumental task. There are many hardships in getting the foundations laid and made secure. During the last five years the company has gained \$48,000,000 insurance in force. President Randall predicted that it should gain \$15,300,000 a year the next five years.

Insurance Practitioners

Mr. Lacy coined a new term or title for the men carrying the rate book, viz. insurance practitioners or giving it a French embellishment as he did, "practitioners." In other words Mr. Lacy said an agent should diagnose a case and write out the proper prescription. It is then the province of the home office to fill it.

The officers of the Minnesota Mutual feel that the next years will be wonderfully productive ones for life insurance. The company is laying plans to reap a bounteous harvest. It has a reputation that is the highest. It has gotten a substantial body of general agents and soliciting agents. Its momentum is strong. It is one of the best ballasted companies of the west.

The home office men who spoke were President Randall, Vice-Presidents Phillips and Lacy, Medical Director C. N. McCloud, Actuary H. W. Allstrom and Assistant Agency Superintendent H. J. Cummings.

Cloverleaf Plans Building Addition

The Cloverleaf Life & Casualty of Jacksonville, Ill., is said to contemplate a \$100,000 addition to its office building in that city. Plans have been prepared by a Chicago architect.

INCONTESTABLE CASE**INDIANA DECISION IS MADE**

Beneficiary Wins Suit When New York Life Denied Liability on Ground of Fraud

Failure of insurance company to take affirmative action to rescind life policy within contestable period held to preclude defense that policy had been rescinded. In New York Life vs. Adams, appellate court of Indiana, 145 N.E. 499, the company issued a policy for \$1,000 to Henry W. Adams, on Oct. 6, 1919. This policy contained the following clause:

"This policy * * * shall be incontestable after two years from its date of issue except for non-payment of premiums."

The insured died Oct. 10, 1920 and the beneficiary instituted the action to recover on the policy Oct. 31, 1921. In defense to this action the company set up that the proof of the death of the insured was received in November, 1920; that after an investigation it was ascertained that the insured had made false and fraudulent statements in his application; that the beneficiary was notified that the policy had been rescinded, and the premium tendered back.

It will be noted from the foregoing that the company did not take any court action to rescind the policy within the two years named in the incontestable clause; that it sought to defend the action on the ground that the policy had been rescinded within the two year period by its notice to that effect to the beneficiary. In denying the force of this defense, and in affirming a judgment in favor of the beneficiary the court said:

Beneficiary Is Upheld

"We hold that appellant [insurance company] could not, under the facts of this case, defend on the ground that it had rescinded the contract of insurance within the contestable period, and that if appellant had been desirous of contesting the validity of such policy it should have been done so by taking proper action in court within the contestable period. * * *

"Conceding appellant did give notice of its rescission and tendered back the premium within a reasonable time, that would make no difference in the result. Appellant, in addition thereto, should have taken affirmative action in court within the two-year period to have the policy rescinded and canceled because of the alleged fraud."

MICHIGAN CASE DECIDED

Tender back of premiums and refusal to pay policy no contest. The plaintiff was named as beneficiary in a life insurance policy issued by the defendant on the life of her husband. The policy was issued May 27, 1921, and it contained a clause which provided that: "This policy contains no restrictions, etc. . . . and shall be incontestable after one year, from its date of issue except for non-payment of premium."

The insured died Nov. 18, 1921, but when proofs of death were perfected and delivered to the defendant it declined to pay on the ground that the insured obtained the policy by means of false statements concerning his health, and the defendant then tendered to the plaintiff the premiums paid by the insured.

The plaintiff filed suit June 13, 1922, more than one year after the policy was issued, and the defendant set up as a defense the fraudulent representations and the facts concerning its refusal to pay and a tender back of the premiums within one year after the policy was issued. The defendant contended that the

HAD BIG CELEBRATION**COMPANY PASSES \$100,000,000**

Annual Agency Convention of Inter Southern Life of Louisville Festive Occasion

LOUISVILLE, KY., Jan. 19.—The Inter-Southern Life this morning launched its \$100,000,000 convention, a sales conference, with about 325 agents present for a three-day conference which will last through Wednesday. During the year the company showed up its insurance in force to \$102,000,000, and shows nearly \$12,000,000 in assets, the fine showing over the year being received with a great deal of enthusiasm by the agents.

Welcomed by President

The convention is being held in the company auditorium on the top floor of the Inter Southern building. At the opening of the morning session at 10 o'clock this morning, President James R. Duffin made an address of welcome, in which his keynote was built around "Love and Affection," as the basis of all life insurance. This was the predominating feature of his talk, he endeavored to indicate that it is the love and affection of the human being for his loved ones which makes it possible for the life insurance companies to operate successfully.

O. C. Kavanaugh, president of the Islic Club, made the response to the talk of Mr. Duffin, and was followed by Stanley Reed, secretary of the company, who talked on "Clean, Strong and Progressive Salesmanship," in which he took up the marvelous past of the company, its great future outlook, and the general fine showing of the life insurance business over the country. He called attention to the way in which the company is keeping pace with the times, and its fine showing over a ten year period, in which it has built a great agency organization.

Discuss Sales Methods

At the afternoon session, which was a sales conference, with Fred W. Bailey, as chairman, and C. H. Blackwell, as vice-chairman, the subject for discussion was "Effective Methods of Reducing Sales Resistance," and under "Affirmative Presentation," were listed friendships, bank connections and full knowledge of prospects.

Charles B. Capers had charge of discussion on "Features and Principal Points in Our Contracts, of Insurance." "Why Am I Inter Southern Representative," was the subject assigned to several others.

The high honor men of the year in sales of insurance were the Rogers Brothers, of Florida, W. S. Rogers, of Lakeland, leading all agents with the fine total of \$1,400,000 of business written during 1924, and his brother, T. Pasco Rogers, of Tampa, Fla., was second with \$1,100,000. Third in the list was J. D. Edmundson, Chicago, with an even \$1,000,000.

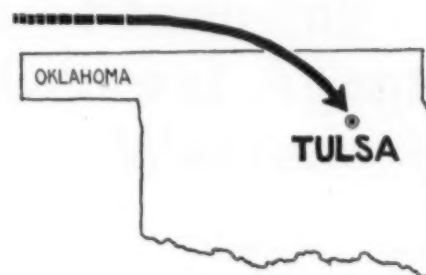
The caret and a half diamond ring offered by the company to the agent writing the largest paid for business since Jan. 1st was awarded at the banquet to W. S. Rodgers of Lakeland, Fla. At the banquet agents surprised President Duffin with \$3,000,000 in applications as a start for \$100,000,000 in 1925.

refusal to pay the policy was a contest within the meaning of the policy.

Held: The denial of liability and a tender of the premiums paid is not a contest within the meaning of the policy and under its terms the plaintiff is entitled to recover. Repala vs. John Hancock Mutual Life. Supreme Court of Michigan. Decided Dec. 31.

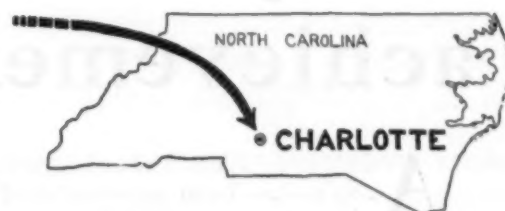
There is Opportunity

here in the Oil Capitol of the world—the heart of the Mid-Continent Oil and Gas fields. All but one of the major oil firms operating in the Great Southwest have headquarters in Tulsa. As an industrial center, Tulsa leads in Oklahoma. It has excellent railroad facilities, good roads, fine educational advantages—is a large jobbing center—offers diversified farming—all an introduction to the city—"Where men are looking forward." The same calibre of man can reach a higher goal with Volunteer under an old-fashioned general agency arrangement at Tulsa.



And, Think This Over

Mecklenburg County, North Carolina, was a pioneer in road building, and the entire State of North Carolina reflects the advantages accruing from good roads. Charlotte is one of the most substantially progressive cities in the country. It is surrounded by a rich, diversified farming section; textile and other manufacturing industries abound in every direction; is Southern headquarters for many large manufacturers serving the entire South; a banking center of the State; offers very fine educational advantages—in short, it is a mighty fine place to live. And we have a rare opportunity for some dependable man at Charlotte.



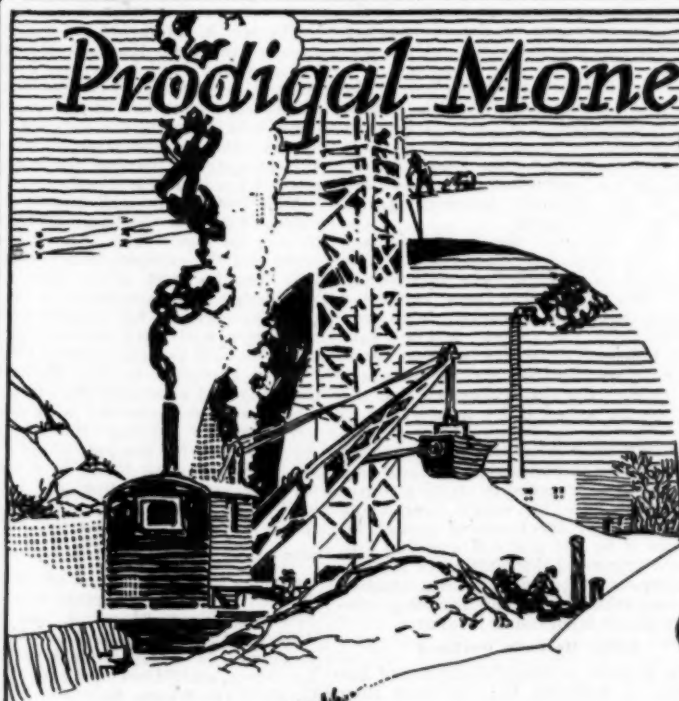
W. J. ARNETTE, Vice-President and Agency Manager

Volunteer State Life Insurance Co.

Chattanooga, Tenn.

"FAITHFULLY SERVING INSURERS SINCE 1903"

Prodigal Money



MONEY sent away from home never builds your community.

Make a connection with a life insurance company that deposits the premiums in Your Local Bank—one that invests its money in Your Territory.

Write us about our cooperative plan.

The Farmers & Bankers Life Insurance Company

H. K. Lindsley
PRESIDENT

Frank B. Jacobshagen
SECRETARY

Ransom Stephens
EDUCATIONAL DIRECTOR

J. G. Cutler
FIELD SUPERVISOR

Clayton Mammel
TAXATION COUNSELOR

WICHITA, KANSAS

A year of achievement

ACHIEVEMENT that is gratifying to us has been accomplished during the year 1924 by the Great Northern Life. In spite of somewhat unfavorable conditions, the presidential election and other handicaps, we have the following significant things to report:

Our life insurance in force now is more than \$22,000,000.

The past year showed a net gain of \$2,342,000.

We wrote more business than we did in 1923.

We paid for more business than we did in 1923.

Our percentage of business issued but not paid for was small.

December was the best month we have had for a long time.

In the Accident and Health Department December showed the largest premium income of any month since the company began.

We go into 1925 with our heads up—expecting the best year in our history.

Great Northern Life

Insurance Company

110 S. Dearborn St.

Chicago

HAD REGIONAL MEETING

FIRST OF SERIES WAS HELD

Lincoln National Life Opens 1925 Schedule With Conference for Leading Producers at Cleveland

CLEVELAND, O., Jan. 20.—About 85 agents who had qualified for the occasion attended the first 1925 sectional conference of the Lincoln National Life, which was held at Cleveland, Tuesday, Wednesday and Thursday of last week. The addition of the staff of the local general agency brought the number up to 100.

The conference was opened by W. T. Shepard, vice-president and manager of agencies, who also presided at most of the other sessions. The subject of his opening talk was "Lincoln National Ideals" and he placed great emphasis on the lapse waste, which he said must be eliminated as far as possible. His suggestion toward this end was that each agent should see all of his policyholders once a year at least and find out whether they are satisfied with their policies and what their attitude is toward the future.

A. L. Dern, superintendent of agencies, discussed concrete instances of cooperation between the home office and the field forces and the importance thus working together on certain matters.

Take Up Field Problems

In the afternoon V. J. Harrold, assistant superintendent of agencies, discussed some of the illustrated letters sent to lists of people suggested by agents. One of these lists consisted of young married men. Mr. Harrold said the response to all such letters had been fair and a considerable volume of business had resulted. Dr. W. E. Thornton, medical director, and J. J. Klingenberg, auditor, discussed matters relating directly to their own branches of home office work.

Under the heading of "Field Problems" the forenoon of the second day was spent in the discussion of the following: "Who Are My Prospects Today?" J. H. Case, Elkhart, Ind.; "My Use of Ordinary Life," J. W. Bailey, Fort Wayne, Ind.; "My Use of Endowment at 65," G. F. Lofthouse, Detroit; "My Use of the 2-3-Year Endowment," T. M. Jones, Youngstown, O., and "My Use of the Monthly Income," J. M. Mueller, Fort Wayne.

In the afternoon the first topic was "My Best Approach This Year." Quite a number of agents gave experiences along this line. One man suggested opening with the question, "Are you satisfied with the amount you are saving?" followed by asking whether satisfied with the outlook for the prospect and family. Another suggested that the prospect be asked if he would care to save a certain fixed amount per month, depending upon what the agent thought could be paid in premiums. A third said he generally succeeded in starting things by asking how he would ever know whether the prospect carried enough insurance if he did not call and find out. Others suggested distribution of blotters as a means of getting into conversation and one asked to explain a savings system without mentioning insurance.

Sales Methods Outlined

Mr. Powrie, of West Virginia, and Mr. Faber, of Ashland, O., explained their experiences with team work. They said some very good results had been attained in that way, but warned that the man who is not doing the talking should be all interest in the proposition and not let his attention wander around to everything else. It was suggested, too, that in shifting the talk from one to the other, it must be done in a tactful way, so that the prospect would not notice that turns were being taken intentionally in the presentation of the proposition.

At the session of general agents and

COMPANY LOSES CASE

MISSISSIPPI WILL COLLECT

New York Life Tax Case Won by Revenue Agent—May Affect All Participating Companies

JACKSON, MISS., Jan. 21.—Life insurance companies that write participating policies were dealt a severe blow in Mississippi Monday when the state supreme court upheld the contention of Former Revenue Agent Stokes V. Robertson that the credit account for such policies is liable for taxation.

The decision was handled down after litigation in the state courts known as the New York Life Insurance Company vs. Stokes V. Robertson, state revenue agent, and as a result of the opinion over \$26,000 must be paid over by the company to the state. The case has been in the courts since 1917. The principal claim was made by the revenue agent that the insurance company maintained a level premium system used by mutual old line companies. Earnings on premium account as shown in the revenue agent's suit, were \$70,338.84 in half yearly premiums to \$252,704 for the largest earning, with a rate of assessment claimed at 1 1/4 percent.

Whether or not the suit will affect other participating policy companies will depend upon the action of the present revenue agent, W. J. Miller.

There was some talk heard here about the defendant company seeking a federal court in order to take the suit to the United States supreme court, but nothing official has been announced.

JOHN HANCOCK PROMOTIONS

C. A. Duffield, Southern California General Agent, Made Assistant Superintendent of Agencies

Chester A. Duffield, present general agent of the John Hancock Mutual Life for southern California with headquarters at Los Angeles, has been made assistant superintendent of agencies at the home offices, to fill the vacancy caused by the recent resignation of Henry G. Wischmeyer to become the company's general agent at Cleveland.

Mr. Duffield is well known in the field and also at the home office, where he was for many years. He opened and organized the company's new branch at Los Angeles with great success. His knowledge and experience in the business, as well as his executive ability, make him well fitted for the new work which he will assume early in February.

As a successor to Mr. Duffield, the company has appointed Harold C. Saul, who has been connected with the Boston ordinary agency under General Agent Marsh for the past six years. He has been an active factor in developing this agency organization and hence is well qualified by experience to take on the new work at Los Angeles.

managers on the afternoon of the second day, the following program was given: "Finding Your Man," J. M. Grace, Adrian, Mich.; "Selling Your Man," S. J. Payne; "Training Your Man," H. C. Lawrence, and "Developing Your Man," C. E. Way, Akron, O.

The last day was taken up with an open forum, with Vice-President W. T. Shepard presiding. After a few observations on the outlook by the chairman, questions on almost every conceivable point were asked and answered as far as possible.

The banquet on Wednesday evening was addressed by Dr. W. W. Bustard, of the Euclid Avenue Baptist Church, and Clinton F. Criswell, secretary of the Cleveland Life Underwriters' Association. Dr. Bustard built his talk about the name of the company

CASE PROPOSE TAX CHANGE

COLLECTOR'S SUGGESTION UP IN MISSOURI

Tax Commission Would Levy on Capital and Surplus Reaching Some State Companies

ST. LOUIS, MO., Jan. 20.—Missouri domestic insurance companies will be hard hit if a special tax measure prepared by Roy H. Monier, chairman of the State Tax Commission, meets with the favor of the state legislature. Monier proposed to tax insurance companies of Missouri on their capital, surplus and assigned funds similar to the plan under which banks and trust companies are now taxed.

At present the Missouri insurance companies which have an aggregate capital and unassigned surplus of more than \$10,000,000 pay taxes on their real estate holdings and upon their net taxable assets. Monier alleges that as a result of the existing plan some of the domestic insurance companies pay no state, city, county or school taxes because most of their assets consist of non-taxable securities such as government bonds. Prior to 1911 the Missouri insurance companies did pay taxes on the same system as the banks and trust companies.

Cites Present Tax Showing

Records submitted to the State Tax Commission by City Assessor William Buder of St. Louis showed that the total net taxable assets of the Missouri companies with headquarters in St. Louis were only \$516,000 of which an assessment against the Standard Life since absorbed by the International Life was \$225,000.

Real estate holdings of the St. Louis insurance companies totaled \$2,011,470, according to Mr. Buder's figures, of which the Missouri State Life returned \$1,620,000. The total of all tax assessments of the St. Louis companies was \$2,527,570 according to Buder's statement to the tax commission.

If the bill proposed by the Tax Commission should become law the St. Louis insurance companies would pay taxes on about \$5,000,000 capital stock and surplus and unassigned funds of \$3,500,000.

Total Showing in Statements

The most recent financial statements of Missouri insurance companies showed capital and unassigned funds as follows: American National of St. Louis, \$301,844; Business Men's Assurance, Kansas City, \$568,114; Central States Life, St. Louis, \$506,354; Commercial Life, Kansas City, \$43,455; Continental Life of St. Louis, \$758,718; International Life of St. Louis, \$1,853,806; Kansas City Life, \$795,452; Midland Life of Kansas City, \$227,219; Missouri Insurance Co., St. Louis, \$368,263; Missouri State Life of St. Louis, \$2,906,551; St. Joseph Life, \$300,029; St. Louis Mutual, \$136,938; Standard Life of St. Louis, \$933,638; Commercial Life & Accident, \$10,000 (capital); Commonwealth Life & Accident, \$10,000 (capital); Crescent, \$10,000 (capital); Quick Payment Life, \$20,000 (capital); Reliable Life & Accident, \$80,000 (capital). Fire insurance companies: American Automobile, \$901,328; American Central, \$2,876,629; Citizens, \$351,008; Indemnity of America, \$405,820; Liberty, \$351,925.

Foreign insurance companies operating in Missouri pay a special tax of 2½ percent of their gross receipts, paying during the last biennial period \$1,751,507 in taxes. In 1924 this tax was \$925,161.

Would Be Drastic, Change

The above figures indicate that the Missouri domestic insurance companies, not including reciprocals or mutuals, had \$14,537,090.84 in capital, surplus and unassigned funds. The Dec. 31, 1924, reports will substantially increase that figure so that it can be safely said the

GATHER AT HARTFORD

TRAVELER'S MANAGERS MEET

President Butler Well Satisfied With 1924 Results—Give Plans of Fire Company

HARTFORD, CONN., Jan. 21.—The annual managers conference of the Travelers, all departments, opened yesterday at the home office, with the address of welcome by President Louis F. Butler. The company's entire managerial staff and a few general agents supervising territory, are in Hartford for the conference. President Butler reviewed the accomplishments of 1924 and exhibited pleasure with the results of all departments. Figures from the forthcoming annual statement were given the managers in confidence.

Separate Department Meetings

Referring to the Travelers Fire, Mr. Butler said that the task of organization had been begun and that the policy would be to go forward with it slowly. Addresses were given at the first session by Vice-Presidents Bro. Smith, Zacher and Williams. In the afternoon the life and casualty departments separated and held two separate conventions. The convention will continue until Friday noon. The banquet Thursday evening and the Friday sessions will include all departments.

SQUELCHES "ONE CASE MAN"

Commissioner Wells of Minnesota Takes Prompt Action on Case Arising in That State

MINNEAPOLIS, MINN., Jan. 21.—Commissioner George W. Wells has given the "one case man" a scare in Minnesota that is likely to curb that practice for some time. Recently the head of a large Minneapolis mercantile establishment decided to place \$200,000 in life insurance but wanted a "rake off" on the commission. He arranged with a clerk in his firm to get a license to write insurance and then placed the entire amount through this clerk. But it happened that a bona fide salesman of the company which took the business had been working on this man for some time and when he discovered that the insurance had been written over his head he demanded his commission. This was refused and the salesman brought suit.

Through this action other insurance men learned of the transaction and brought the case to the attention of Commissioner Wells. The latter called both the business man and the head of the agency which took the business, gave them a good lecture and a warning that a repetition of such a practice would be severely dealt with. The result was that the "one case man" got nothing for his efforts and the business man in the end had to pay the regular premium.

companies will be taxed on approximately \$16,000,000, if Monier bill becomes law.

Assessor Buder's communication to the Tax Commission, according to Mr. Monier, showed that two St. Louis companies with capital and surplus aggregating \$671,779 pay no taxes either upon net assets or real estate, all their holdings being invested in non-taxable securities. One large life company is said to have returned net assets for taxation of \$23,050 and another life company \$95,500. Neither made a real estate return.

The present Missouri tax rates as applied to St. Louis are: State, 10 cents for \$100 valuation; public schools, 86 cents, and city, \$1.51, making the total rate \$2.47. That rate will be increased to \$2.50 or more for 1925.



Producing General Agents Wanted

in

Washington
Oregon
Idaho

Michigan
Virginia
Kentucky

Unusual opportunities and attractive contracts to men who are good **PERSONAL PRODUCERS** and who have ability to **ORGANIZE** an agency.

Must have details regarding **insurance experience**, production in each of last three years, and particular **territory** desired, in first letter.

For booklet "Why the Minnesota Mutual" write

O. J. LACY

2nd Vice-President—in Charge of Agencies

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

SAINT PAUL

MINNESOTA

Are You

an experienced aggressive man with general agency qualifications? Are you capable of putting your ideas over in a forceful, clean-cut way? Read the list below. Give yourself the once over. Then having carefully checked up, write us and tell us why you are one of the men we are looking for.

Participating
Age limits 18-65
5.4% on
Instalment Settlements

Non-Participating
Disability Income
Double Indemnity

\$12,000,000 Assets
\$108,000,000 Insurance in Force

Atlantic Life Insurance Company

Richmond, Virginia

W. H. Dallas, Superintendent of Agents

CHICAGO GETS SCHOOL

SUMMER COURSE ANNOUNCED

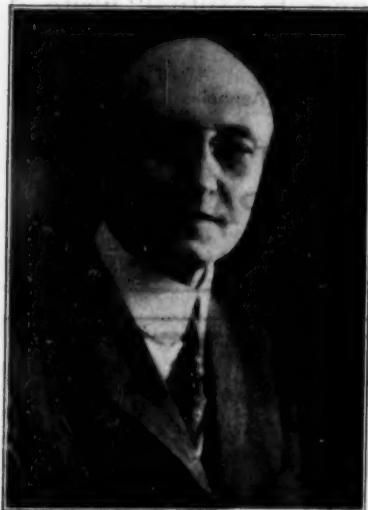
Pittsburg University's Training To Be Offered in July and August—
Dr. Rockwell Speaks

Dr. Charles J. Rockwell, director of the division of life insurance salesmanship of the University of Pittsburgh, talked on the "New Salesmanship" at the January meeting of the Chicago Life Underwriters Association. Following his address it was announced that the summer course of the school would be held in Chicago this year.

"Salesmanship," said he, "as practised today is service. It is the art of presenting specialized information so that the man to whom it is presented can make use of it. Service is nothing but help or assistance. Salesmanship is help that is not sought but is tendered."

Life Insurance the Solution

"With the difficulty of living today and the rising standards of living the opportunity for acquiring a competence is becoming increasingly difficult. It



CHARLES J. ROCKWELL

would be a tragedy if civilization did not bring a solution for this problem. Life insurance is the solution which has developed. The work of the life insurance salesman is to show those who do not know how, how to apply life insurance to this need.

In every wealth giving activity where a human life is part of the plan life insurance is properly needed. Hence the life insurance practitioner needs a broad education on all kinds of human activities.

Life insurance is more than indemnity; it is a substitution or transposition of the responsibility of a human life.

Course Given in Chicago

Dr. Rockwell told something of the work of the Life Insurance Training School of Pittsburgh and it was announced following his address that arrangements were being made for the summer course of the Pittsburgh Life Insurance School to be given in Chicago next July and August. In order to have the school there it was announced that an enrollment of at least 200 students should be had. Those interested were requested to send in for further information. Several cities have negotiated for this privilege.

Dr. Rockwell said that the life insurance school movement had become international, schools following the Pittsburgh method having been established in every quarter of the globe.

SELLING OF "PROGRAM INSURANCE"
IS OUTLINED BY JAMES E. BRAGG

JAMES E. BRAGG of the Union Central's New York office gave a long and interesting analysis of "Program Insurance" in an address before the Cincinnati Association of Life Underwriters last week. On this thoroughly interesting subject, Mr. Bragg held his audience to close attention for considerably over an hour. He started and closed his address by making the point that selling life insurance on the program plan was a modern method and that it would be the only successful way in which a man could build a substantial future in the business. He believes that this type of selling is certain to drive out the old style of salesman who merely asks for a policy but who is unable to give any really specific uses for the prospect's buying it. The universal selling of life insurance by the program method will hardly be adopted for the simple reason that it is against the human tendency of agents to accept outright new selling methods.

Analysis of Program
Tempered With Judgment

One of the first steps to realize in connection with making program plans for any prospect is that a practical measure must be made in order to approach him. In the past many suggestions have been made, as for example to capitalize the present income of the prospect on the basis of his life value as a five percent income producing asset. Another plan has been to capitalize it on its present value discounting the expectancy at 5 percent to the present time. Still another plan has been the adoption of the budget system of giving a definite percentage of the man's income to the purchase of life insurance.

Selling by programs is to be tempered with judgment. Many plans while possibly idealistic are too frequently impracticable; for example if a man's capitalized value at 5 percent would be, say \$100,000, his income being \$5,000 per year, he would be called upon to put out possibly 50 percent of his income in order to carry the policy leaving an inadequate amount for the other responsibilities of life. The thing to do in Mr. Bragg's opinion is to map out a minimum adequate programs, considering the detailed needs of the man and each member of his family—that is to segregate the necessities and from them build up the totals. It will generally be found that the absolute requisites may be covered without too great an outlay of cash. To put the same thought in different words, Mr. Bragg said that the agent must be able to determine how much money the prospect's plan of life for his family will require and this is what he will lay before him. In the whole consideration he must not overlook the practical limitations of the buying capacity of the prospect, or he may overwhelm the prospect with figures which the latter will know are beyond him.

Gives Example of One
Way to Put Over Idea

Mr. Bragg described a series of sales tactics which had worked out quite successfully in approaching men of some degree of success who have been solicited frequently and whose reaction to the initial introduction was "That's all attended to. I do not wish to discuss life insurance." He then says to the prospect: "Will you stand up?" The prospect is taken quite unaware and ordinarily does as the salesman requests, if the salesman appears to be in earnest in making the request. When the prospect is standing he then goes on to say: "Now while you are standing, I am going to ask you to exchange chairs with me and let me sit at your desk." The salesman then occupies the chair which he vacated. The salesman continues:

"One day someone else will sit in this chair of yours and will take over your affairs. That man will probably be a stranger to the affairs of your desk just as I am. He will possibly be your executor. He will find that you have left a certain estate." The salesman then picks up a blank sheet of paper. "I shall call this piece of paper your estate and the first thing I will do will be to pay off all of your debts, including the expenses of your dying. I will represent that by tearing off a piece of this paper. We will say it takes this much."

The salesman tears off a piece of the paper and casts it aside. "Now your estate is less than it was originally. The next thing I will investigate will be the amount of taxes which you will be called upon to pay the government. I will therefore tear off this piece of paper from your estate and will put it aside. This Uncle Sam will get and not your family. We will look over the estate which remains. We will see that it is already decreased in size. Your family consists of a wife and three children. I do not know how this estate will be divided but just for the sake of the discussion I will say that it will be shared equally by your direct surviving heirs. I will now divide the estate into the four parts. Before your heirs may receive his or her share of your estate, the commonwealth in which you live will take from each a small share as a tax on the right to receive the property. You see I tear off this part and then I put it over here with the balance that has been discarded."

"Now I will take a sheet of paper the same size as the original and lay out on it the estate which your wife and children will actually receive. You can see at a glance that it is very materially decreased over its original size. The question with which we are now confronted is, 'Will each of these shares, as your wife and children will receive them, be sufficient for their support?'"

Takes Up Vital
Problems One by One

"You tell me that you have sufficient insurance and that its proper handling has all been taken care of. Let us again pick up these pieces of paper and see. In the first place we take the item of last expenses and outstanding obligations. I assume that you have sufficient money maturing through life insurance policies to wipe out and offset this cost which has occurred by your dying, and that you have provided to have it set aside for that purpose. We will take up the piece we have taken off to represent the government taxes. Has this been properly worked out and the amount necessary for the additional expenses, the estate inheritance taxes arranged for? Since your life insurance estate is already sufficient we can consider that these details have been taken care of. Now let us take up each of one of these pieces of your estate remaining and see if they are sufficient to keep your family as you would do if you were living. This little one quarter part of your net estate will produce for your wife an income of a couple of hundred dollars a month. She will certainly need that amount if she is to continue to live on the scale to which you have been accustomed."

The salesman continues along this line until he has finished his canvass but it has had the effect of opening the eyes of the prospect and if he has left any loop-holes anywhere along the line the prospect immediately sees them. He will also realize that the salesman is dead in earnest and is sincere and he will, if he is human at all, "loosen up" and be sufficiently frank with the agent for the latter to determine whether he is really a prospect or not.

THRIFT IS EXHIBITED

LIFE INSURANCE IS POPULAR

People in New South Wales Purchase Protection and Believe in Savings Accounts

Some interesting details have been supplied by Reuter's correspondent in Sydney regarding the operations of life insurance companies in New South Wales, Australia. There are 28 companies operating, of which 18 are local, whilst 10 are either branches of companies with headquarters in a neighboring state, Canadian, the United Kingdom, or New Zealand. There are 244,000 ordinary life policies in force, with a total amount assured of £68,000,000 and bonus additions of £9,000,000, the annual premiums payable thereon being in the region of £2,300,000. Fifty-four percent of these policies are endowment insurance. Industrial insurance, with premiums payable weekly or monthly, is responsible for 359,662 policies, the total amount insured, including bonuses, being £13,381,335. The annual amount of the premiums payable on this class of insurance is £858,215. During the last 11 years the total amount insured under ordinary life policies has increased by 63 percent and under industrial policies by 203 percent.

One in every nine persons of the total population of the State holds a general life policy and one in every six an industrial policy. Taken in conjunction with the fact that almost half the entire population of the state have savings bank accounts these figures go to show that thrift is being exercised by the population of New South Wales in a very remarkable manner.

U. S. Seeks Claims Examiner

A United States civil service examination for claims examiner will be held throughout the United States Feb. 18. It is to fill vacancies in the Veterans' Bureau and other branches of the departmental service at an entrance salary of \$1,860 a year. Advancement in pay may be made without change in assignment up to \$2,400 a year.

The duties of appointees to the Veterans' Bureau will be to examine and adjudicate claims under the provision of the war risk insurance act, and to conduct correspondence in connection with such claims. Competitors will be rated on a written discussion on a legal subject, general law, practical questions under various war benefit acts, and education and experience.

Pfaff Becomes Associate

Crawford & Crawford, general agents of the Equitable of Iowa in Chicago, have announced the promotion of Armand C. Pfaff to associate general agent. He has many friends among life insurance men who control volumes of business and it is felt that his addition to the managerial staff will be a big advantage to the agency. In addition he will have charge of a department for handling surplus lines which has been planned for some time to give service to life insurance men and other general agencies on lines that must be distributed. W. F. and W. R. Crawford are both strong personal producers of life insurance and their agency has been a consistent producer for the Equitable. The agency was fourth on the company's list in 1924 with about \$2,250,000 of business. It is hoped that the \$3,000,000 mark will be passed in 1925. A substantial gain was shown over 1923.

To Open Jacksonville Office

The Travelers will open a branch office in Jacksonville, Fla., on Feb. 2, to handle all Travelers' lines. It will be on the fourth floor of the Florida National Bank building.

Story of the **INTER-SOUTHERN LIFE**

A GOOD COMPANY

This is our second advertisement on what makes a good company.

A company may be perfectly good for policyholders, although somewhat contentious. It may finally pay just what it is required to pay to its policyholders, to such an extent that it may be regarded as a fairly good company.

A real good company, however, does not delay, and finally do only what it is compelled to do. A good company knows what it ought to do, and uniformly maintains a liberal attitude toward its policyholders. It does what it ought to do, and what its policyholders have a right to expect it to do, in reaching out and attempting to render a valuable service to

its policyholders. It will not suffice to hold the policyholder at arm's length, and in substance say to him that the company will pay what it is compelled to pay. It is unfair to compel a policyholder or beneficiary under a policy contract to devote the time and incur the expense of securing what a company, with a proper conception of its duty to its policyholders, should readily admit.

This company never has any controversy of any kind with its policyholders, and no policyholder of this company was ever required to compel it to do anything. The company is always reaching out to give service to the policyholder.

STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911.....	\$ 326,508.78	\$ 3,182,597.00	\$ 271,952.37
1914.....	1,719,228.64	15,088,585.00	930,680.98
1916.....	4,506,612.89	36,260,222.00	4,396,139.55
1918.....	4,664,170.30	37,000,000.00	4,542,688.10
1919.....	4,820,779.76	37,800,000.00	4,803,670.12
1920.....	5,494,297.54	45,569,851.00	5,386,694.08
1921.....	6,143,069.31	57,901,271.00	6,045,958.52
1922.....	6,873,447.45	59,204,201.00	6,773,280.06
1923.....	7,371,274.27	62,591,398.00	7,332,928.21
1924.....	10,464,497.66	88,502,568.00	10,391,747.71
1925.....	11,685,843.98	101,580,000.00	11,497,586.61

INTER-SOUTHERN LIFE INSURANCE COMPANY

Nineteenth Year

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

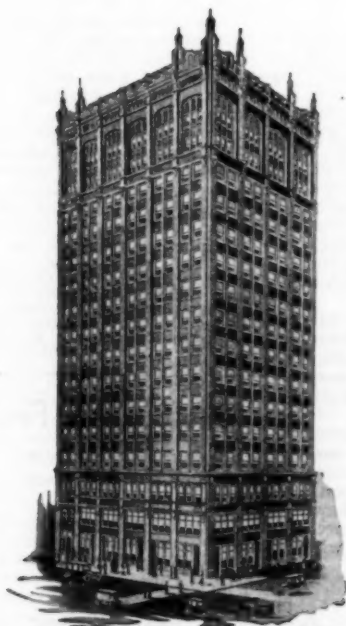
IS A GOOD COMPANY

SUCCESS

"Success is the answer to everlastingly trying to succeed." Good, isn't it—and true every word of it.

By keeping everlastingly at it The Peoples Life and its agents have made 1924 a banner year. Both company and men have now hit their stride. Always cooperating and working together in closest harmony they have found that the result of keeping to the formula is always the same—Success.

Of course, we want more men—men of this type. We are not going to stand still—we are going forward to greater successes and we want men who can keep at it and after it—Tell us why you qualify.



PEOPLES LIFE BUILDING

The PEOPLES LIFE

INSURANCE COMPANY

Chicago, Illinois

A. E. Sullivan
State Supt. Indiana
505 Lombard Building
Indianapolis, Indiana

Address Home Office with reference
to available territory in Illinois
and Ohio

A. M. Griffin
State Supt. Missouri
Baltimore Hotel
Kansas City, Mo.

Empire Mutual

Life Insurance Company

of the United States

KANSAS CITY, MISSOURI

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT FOR FACTS**

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

The Mutual Life Insurance Company
of New York

34 Nassau Street, New York

The
Security Mutual Life Insurance Company
of
Lincoln, Nebraska

For information regarding a General Agency in

IOWA

SOUTH DAKOTA

WYOMING

write M. A. Hyde, Assistant Secretary

A WESTERN COMPANY with WESTERN IDEALS

National Underwriter want ads are result getters

CELEBRATES 75TH YEAR

OPENS SERIES OF MEETINGS

Aetna Life Marks Diamond Jubilee By Sales Campaign Throughout Country—Philadelphia First

PHILADELPHIA, PA., Jan. 21.—The first of a series of meetings to be held throughout the country by the Aetna Life and affiliated companies in celebration of the 75th anniversary of the company was held here last week. The Aetna offices here headed by H. C. Remington, who is among the life insurance leaders of eastern Pennsylvania, held a conference Jan. 15-16. It is hoped that this national sales campaign during 1925 will bring the Aetna forces no less than \$53,000,000 in new life business alone. This will be an increase of \$8,500,000 over that written last year. At the conference there were greetings from a number of high officials of the Aetna affiliated companies from Hartford. These included W. L. Mooney, vice-president; Rawdon W. Meyers, vice-president; W. F. Wingett, field supervisor. There were close to 100 Aetna men present.

Life insurance topics were "Fifty-three Million Dollars" by W. F. Wingett, field supervisor. "Life Insurance" by W. R. Harper, manager of the Philadelphia Life office. The rest of the program was devoted to accident and health and the multiple lines.

HANCEL MAKES FINE RECORD

Louis Reichert Agency Shows Remarkable Growth Under His Supervision

The Louis Reichert agency of the Travelers in New York city had the greatest percentage increase in 1924 of all companies writing \$3,000,000 or over. The Reichert agency has been in existence only since April, 1923. It paid for \$3,000,000 the first year, and \$7,000,000 the second, an increase of well over 100 percent, and has pledged itself to write \$1,000,000 a month for the next year, a pace it has held for the past four months with a liberal margin.

Max J. Hancel, agency supervisor, reports that the agency now has 175 agents. He attributes the phenomenal success of the agency to the personal contacts maintained between the agents and the officers. Mr. Hancel does not sit in a private office guarded by a corps of secretaries, but keeps the door open so that his men have ready access. He does not wait for them to come to him, but keeps in close touch with them through little personal attentions which require comparatively little time on the part of the manager but mean a great deal to the agent.

Mr. Hancel was with the Metropolitan Life 17 years, and with the Columbian National Life one year. He then became connected with the Bookstaver agency of the Travelers in New York, where he was agency supervisor. He then associated himself with Mr. Reichert to build up the new agency, a task in which he has demonstrated unusual ability. He gives the new men personal instruction from the first, and shows that he is interested in their own welfare which is so closely likened with that of the agency.

Maryland Life Agents Met

The Maryland Life of Baltimore held a conference for its leading agents at the home office, the men meeting with the company officials for a two-day conference. The business sessions were addressed by President D. H. Rose, Vice-President W. S. Blackford, G. R. Kolb, treasurer, and C. C. Clabaugh, supervisor of agencies. A banquet was given on the evening of the first day and the activities closed the second day with a theater party.

INCREASE IN BUSINESS

REPORTS MADE FROM ENGLAND

Life Insurance Showed a Fine Gain Reported By a Number of the Leading Companies

LONDON, ENG., Jan. 9.—Life insurance increased in Great Britain last year according to the returns of the companies. The Norwich Union Life reports £9,124,616 in new business, writings for 1923 being £8,045,956. The Atlas Assurance new business amounted to £2,700,000, which is an increase of £400,000 over the previous year. The Equitable Life wrote £600,000. The London Life reports £1,887,300, showing an increase of £262,000. The National Mutual Life of Australasia announces £6,279,000, an increase of £400,000. The Wesleyan & General Assurance, whose head office is at Birmingham, wrote £1,054,940, as compared with £700,045 in 1923.

START ON NEW HOME OFFICE

Connecticut General Breaks Ground for Six-Story Edifice to Go Up in Hartford

Plans for the handsome new home office structure of the Connecticut General Life in Hartford have been completed and excavation for the new building has been started. The new building, located at Elm and Hudson streets, will be six stories, of Stoney Creek granite in huge blocks of about two by six or seven feet. The general plan of the structure is an adaptation of the Italian Renaissance. James Gamble Rogers of New York is the architect who designed the building and he has worked out a plan that will result in a beautiful structure, as well as a practical one for life insurance purposes. The main doorway of the building is in the 40-foot splay of the building and is a great arch 35 feet high with a handsome iron grill above the bronze door. Large windows similar in design to the doorway extend along the first floor on each of the two facades.

The main lobby on the first floor will be finished in marble. The office space of the building will be plainly finished with wood and glass partitions to provide flexibility in shifting or enlarging the various departments. The building will have a frontage of 140 feet on both Elm and Hudson streets and in the rear there will be a large courtyard with ample parking space. Across the court is a large factory building, also on the site purchased, and this will be utilized for the printing plant of the company.

The Maryland United Life Agency of Baltimore has filed articles of incorporation to act as agents for insurance companies in soliciting insurance of all kinds. Samuel Schwartz, Harry M. Caplan and Michael Miller are the incorporators.

The Success Family

The father of Success is Work.
The mother of Success is Ambition.

The oldest son is Common Sense, and some of the other boys are Stability, Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-Operation.

The oldest daughter is Character.

Some of the sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.

The baby is Opportunity.

Get acquainted with the "old-man," and you will be able to get along pretty well with the rest of the family.—Selected.

RAISE AGE

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PRaise FOR CREATIVE AGENT FROM STEVENS

(CONTINUED FROM PAGE 3)

ated and speedily had enacted a war-insurance measure which shall stand as a monument for all time to the generous appreciation which we of these United States have for those who gave their all that our nation might live in honor and security.

"To life insurance men of the right sort no greater inspiration and reason for self-gratulation was ever given than the unqualified and magnificent endorsement of their business and their work by the adoption of the government plan for the insurance of soldiers and sailors. Life insurance for those who ventured the supreme sacrifice was among the first of the war-winning measures to receive the earnest consideration and early action of our Congress, and in effect, when adopting its insurance plan, our government, through its great leaders, said that an insured citizen is a better, a more efficient and a more reliable citizen than the one who is uninsured.

Great Field Now Open

"It truly is a great thing to be a life insurance man these days—a real life insurance man. Upon no other peacetime business has our government ever placed such a high mark of approval as it placed upon the business of life insurance, and never since its beginning has the business of life insurance selling had the opportunity and the encouragement to attain to the dignified and respected standing that is now enjoyed by those who are worthy; and the worthy representatives in the field give every indication that in so far as it lies within their power the present splendid gain in the estimation and esteem of the insured public will be held and made secure.

"The life agent is no longer looked upon with suspicion. He has by reason of his intrinsic worth and the utilitarian character of his business compelled recognition to the extent that many of our great universities have established courses in life insurance for his special benefit and for the preparation of young men entering this important field.

"For the improved commercial and social standing of the insurance solicitor as compared with his position some years ago great credit is due the life underwriters associations of this country.

"If our occupation is not a learned profession, it is at least one of the most dignified and respected of commercial callings, so therefore it is with regret that I remind you that within recent years there has been developed a species of life insurance peddler which if permitted to increase may soon set at naught all the laudable efforts that have been and are now being expended to place life insurance service on the plane of the profession.

"The extension of the benefits of life insurance, like the extension of the benefits of the church and the Christian religion, have always been dependent, and will always be dependent, upon a militant organization of earnest and enthusiastic men who, either for hope of financial reward or of heavenly favor, labor to overcome men's prejudices and make them embrace the principles which they expound.

Praise for Creative Salesmen

"It is not easy to make new converts to life insurance or converts to an adequate amount of life insurance protection. A man of more than ordinary talents, enthusiasm and vision must be employed to educate men to the big service that life insurance can and does render to humans and human affairs. Such men must be financially rewarded according to their creative and constructive ability, and unless so rewarded by life insurance companies they will and must employ their talents in other lines of endeavor.

"Without the creative, constructive and comprehending life insurance ad-

vocate there can be no material extension of life insurance service. No life company executive who knows enough about our business to be entitled to draw a salary from it will dispute that statement.

"Until within comparatively recent years the rates of premium charged by the various companies were practically the same and the compensation for the placing of policies was not materially different. The contest for business was staged on service and returns to the policyholder. Agents were becoming skilled advocates of the doctrine of life insurance and the difference in the service to be rendered, not the difference in the initial premium to be paid, was the deciding point in the prospective applicant's mind when his patronage was sought by competing agents, and it is not amiss to say that the comparative business standing and reputation of the agents was frequently a deciding factor.

Warns of "Peddlers"

"Today a changed condition confronts the insurance agent and the insurance applicant. Price not service, or the ability and probity of the agent, is becoming a controlling factor in the securing of applications, and unquestionably the price peddler is gnawing at the vitals of the creative service-rendering agent.

"To illustrate: The creative agent arouses in the mind of the prospect a desire for life insurance or more life insurance. The prospect begs time to think it over, and while thinking it over is visited by an agent, the prime object of whose call is not life insurance and who after failing to interest him in his wares, says: 'If you should happen to want any life insurance I have something that can't be beat.' Mr. Prospect is thinking of life insurance, so he says: 'What have you got?' The price-peddling mendicant then produces his ratebook and you know the rest of the story.

"It is the creative agents, my friends, the men with the true vision of life insurance service, that have made and must continue to make the great American life insurance companies, and if it should come to pass, as the tendency to which I refer indicates that it may come to pass, that companies in the heyday of their success and affluence shall be encouraged to forget that innumerable army of creative agents upon whose shoulders their foundations rest and their progress depends, desertions from that army to the point of weakening its strength are bound to occur and new recruits shall be found wanting.

"When you discourage the creative service-giving life insurance agent you impede the progress of life insurance, and to thus stay the progress of this great institution means greater injury to the state and the whole body politic than could possibly result if the trend of the times was toward the increasing of the creative agent's compensation."

Write Big Group Business

During its recent campaign for group business the Connecticut General Life wrote over 100 group and employees' policies. The company's group issue for the month of December was \$7,300,000, which was about \$1,000,000 ahead of its group issue for December, 1923. During the year the company passed the \$100,000,000 mark of group and employees' insurance in force.

Montgomery Made Vice-President

J. Frank Montgomery of San Antonio, Tex., has been elected vice-president of the Old Line of Lincoln, Neb. Mr. Montgomery was for several years manager of agents of the American National of Galveston and for three years in a similar position with the Southland Life at Dallas. He went with the Old Line last August and opened the state of Texas for the company. Although he was with the company only three months of the year, he built the agency plant in Texas to a position where it paid for 50 per cent more new business than the home office agency in 1924.

TEXAS AGENCIES OPEN

RESOURCES

Over One Million Dollars

OUTSTANDING INSURANCE

Over Twelve Million Dollars

For Particulars Write

The Western National Life Insurance Company

Box 2131

Denver, Colorado

Note: During the 12 years we have been in business we have never contested a death claim nor have we ever lost a dollar on any investment. No past due interest December 31st, 1923.

H. A. HOPF & COMPANY

MANAGEMENT ENGINEERS

Specializing in Advisory Work for Insurance Companies

Organization Equipment Standardization
Methods Personnel Modern Office Planning

Main Office—40 Rector St., New York
Western Office—327 S. La Salle St., Chicago

DO YOU THINK

That you have the ability to build a successful general agency while producing a reasonable personal business? If so, write us for our ideal plan of training and financing.

Openings in Michigan, Indiana, Illinois, Pennsylvania, Maryland, West Virginia and the District of Columbia.

Address in confidence

The MIDLAND MUTUAL LIFE INSURANCE COMPANY

Columbus, Ohio

"Its Performances Exceed Its Promises"

JOLIET—"The Best City in Illinois in Which to Live"

At the 1923 convention of the Illinois State Realtors, Joliet was voted the best city in the state in which to live. The convention was held in another city.

Joliet is one-hour from Chicago with frequent express service. \$20,000,000 in wages are paid to the 65,000 people living in the county—40,000 of them within the city limits. They have \$8,350,000 deposited in Joliet banks.

A healthy, prosperous, growing industrial city, which offers a fine life insurance opportunity.

A Register Life General Agency Contract, a contract under which a good man can finance himself without hardship and without mortgaging his future, is open. Write in confidence

REGISTER LIFE INSURANCE COMPANY

Incorporated 1889

DAVENPORT, IOWA

FORM A STATE BODY

INDIANA LIFE MEN ORGANIZE

Frank L. Jones of Equitable Is Elected President—Preliminary Steps Taken Last Year

INDIANAPOLIS, IND., Jan. 20.—A permanent organization was effected Tuesday morning by the Indiana State Association of Life Underwriters with the adoption of by-laws and rules and the election of the following officers:

President, Frank L. Jones, Indianapolis, agency superintendent Equitable of New York; vice-president, F. N. Johnston, South Bend, general agent Northwestern Mutual; secretary-treasurer, Grant A. Sharpe, Indianapolis, Massachusetts Mutual.

A year ago a preliminary organization had been formed with Mr. Jones and Mr. Sharpe as president and secretary pro tem. On Dec. 8 a meeting of the organization was held and a first draft of by-laws and rules was made. This was submitted and adopted at the meeting Tuesday without change. The only point that came up for discussion was representation of membership at the annual meetings and it was decided that, while membership in the state association would be by local associations, individual members in such associations would have equal floor and voting rights at annual meetings, which would not be restricted to elected delegates. The purpose of this was to make the state meeting as democratic as possible and thereby create more interest in them.

Jones Accepts Presidency

Mr. Jones was elected president unanimously and said that, though he was very busy and reluctant to take the responsibility, he would do so as he was anxious to see the state association take form and that he would visit the various local associations, of which there are ten in Indiana, and seek to secure their cooperation for the state association. He said that he would also be willing to visit points in the state where associations might be needed and could likely be organized.

William A. Searle, assistant to the president of the National Association, was present and helped in forming the state association. He made a short talk at the close of the session outlining the work he is doing for the National Association and offering his services in any way toward perfecting the state organization in Indiana. He said that he has not had experience in life insurance but has worked in organizing chambers of commerce and that he hoped to help in strengthening life associations already organized and in perfecting new organizations.

Chart of Histories

Mr. Searle said that he had made a study of the history of existing associations, charting their experience. These charts, he said, developed lines of rise and fall in interest and membership that looked like a case of delirium tremens. The erratic experience he attributed chiefly to failure of associations to maintain sustained interest on the part of members. It is not enough, he said, to have a monthly meeting and furnish a magazine. There must be more constructive help to its members on the part of the association to hold its membership.

In Pittsburgh, Philadelphia and Charleston he said the associations are sending out two questions to members: "What can the association do for you that will help you increase your business?" and "What can the association do for the general good of the business?" He said that every effort would be made to get members to answer these questions and the replies would serve to provide material from which programs of activity could be developed.

LIQUIDATION NOW

TWO KANSAS COMPANIES QUIT

Standard Savings of Kansas City
American Mutual of McPherson
Reinsured

Two Kansas life companies are out of business. Superintendent Ball has received notices of reinsurance dissolution for the Standard Savings Life of Kansas City, Kan., and the American Mutual Life of McPherson. The Standard Savings has reinsured life policies with the Royal Union of Iowa and is pro-rating the accident health policies. The American Mutual has reinsured its business with the American Home Life of Topeka.

The Standard Savings Life is a company with about \$200,000 of business on its books. M. J. Shurtleff is president.

The American Mutual is one of the older mutual companies in Kansas but has not written any business for many years. It has approximately \$100,000 of business on its books and an adequate reserve deposit with the insurance department. The policies are all reinsured in the American Home Life and the mutual will liquidate its guaranteed certificates and dissolve the corporation as early as possible.

Equitable of Iowa Leaders

Thirty-seven agents of the Equitable Life of Iowa produced more than \$200,000 each in 1923. The first place goes to S. P. Bloomhall of Cincinnati who has paid for \$625,875. Second place goes to J. A. Mason of the New York agency, who paid for \$501,000. G. W. Randall of the Williamsport agency produced \$448,000 and ranked fourth and G. M. Marshall took fifth with \$427,500. Mr. Marshall is associated with the Chicago agency of the company. R. C. Claypool was the leading producer in the championship Philadelphia agency with a total of \$387,800.

Pacific Mutual Men on Tour

A party of Pacific Mutual Life officers composed of D. C. MacEwen, junior vice-president; Frank J. Steineberg, superintendent of agency accounts, and Elmer S. Nelson, superintendent of field service, will leave Los Angeles Jan. 25 on a month's trip to the company's agencies in the south, in each of which brief regional agency conferences will be held. The itinerary as now prepared includes the following stops: Phoenix, Jan. 26; Albuquerque, Jan. 28; Oklahoma City, Jan. 30-31; Little Rock, Feb. 2; Memphis, Feb. 4; Nashville, Feb. 6; Birmingham, Feb. 7; Atlanta, Feb. 8; Anderson, S. C., Feb. 10; Charlotte, Feb. 12; Jacksonville, Feb. 13; New Orleans, Feb. 16; Dallas and Fort Worth, Feb. 18 and 19, and San Antonio, Feb. 20, returning to the home office Feb. 23.

United Life Declares Dividend

At the directors' meeting of the United Life & Accident held Jan. 11, 1924, reports submitted showed a record of material progress for the year just ended. Insurance in force as of Dec. 31, 1923, had risen to \$37,793,302. The total production for 1923 was \$12,846,760, an increase of more than \$2,000,000 over 1922. Assets are now \$3,579,181.82; capital, \$500,000; and surplus, \$371,306.53.

A dividend at the rate of 7 percent payable Feb. 1, was voted.

He said that it is a mistake for associations to be so conducted that the burden falls on a few, but that the work should be distributed as much as possible. This can be accomplished by turning work over to committees and seeing that chairmen do not do all the work.



Stephen M. Babbit
President

Hutchinson, Kansas

HOME LIFE INSURANCE CO

New York

ETHELBERT IDE LOW, President

The 64th Annual Report shows:

Premiums received during the year 1923	\$7,686,258
Payments to Policyholders and their Beneficiaries in Death Claims, Endowments, Dividends, etc.	\$5,571,544
Increase in Assets	2,401,507
Actual Mortality 56% of the amount expected	
Insurance in Force	247,373,210
Admitted Assets	48,666,222

FOR AGENCY APPLY TO
W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Building
CINCINNATI, OHIO
HOYT W. GALE
General Manager for Northern Ohio
128-132 Lumber-News Building
CLEVELAND, OHIO

MR. AGENT!

Do you care for **QUALITY**, not **SIZE**? Age, Sound Experience, Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its **HOME STATE** for

THE ST. LOUIS MUTUAL LIFE

OF AGENTS AND POLICY HOLDERS
ST CK! WRITE THE HOME OFFICE

SAFETY!

Not taken for granted, but an actual business-producing type of policy with rock bound safety which every insurance buyer is interested in. Such is the security of the National Life and behind every National Life agent. And, as such, it helps him secure the confidence of insurance buyers; popular policies and our cooperation help to sell them.

NATIONAL LIFE ASSOCIATION
DES MOINES, IOWA

8c a week is the cost of The National Underwriter by annual subscription.

TWO MILLION-DOLLAR MEN

Connecticut General Life Announces Leading Producers of Business for the Past Year

J. L. Hall and D. A. Johnston, both agents of the Connecticut General Life, wrote insurance totalling more than \$1,000,000 apiece during the year just passed. Mr. Hall, who has been with the company 28 years, writes his large volume of business in sparsely settled northern Vermont, his headquarters being at Burlington. Mr. Johnston, who has been with the company since 1914, operates in Detroit, Mich.

Other agents who wrote between \$500,000 and \$1,000,000 of life insurance for the Connecticut General during the past year were T. W. Russell of Hartford, S. B. Lindsay of Buffalo, C. S. Burke of Boston, J. C. Gorton of Hartford, R. S. Robbins of New York, A. E. Stearn of New York, I. F. Kauffman of Minneapolis, R. S. Hart of Utica, D. T. Smith of Hartford, H. S. Coughlin of Wilkes-Barre, W. M. Coe of New York, F. H. Wells of New York, J. M. Pasner of Stamford, G. W. Markham of Olean, R. H. Brown of Bridgeport, and A. K. Gibson of Philadelphia.

Inter-Agency Contest Winners

The winners in the Provident Mutual Life's contest, which started Oct. 1 last and continued until Dec. 15, are as follows: North Carolina, first place, with 247 points; Detroit, second, 245 points, and Brooklyn, third, 203. These districts entered the contest: North Carolina, Detroit, Brooklyn, Pittsburgh, Boston, Albany, New Jersey, Cincinnati, Baltimore, Harrisburg and eastern Pennsylvania.

Arrangements for the Field

Under the new arrangement for the field work of the Jefferson Standard Life, A. V. Mazingo of Dallas has been transferred to the head office and will have supervision over territory west of the Mississippi river. A. R. Perkins, superintendent of agents, will have charge of territory east of the Mississippi river.

Clark's Men at Meeting

The annual meeting of the H. A. Clark general agency of the Northwestern Mutual Life was held at Princeton, Ill., Jan. 14. About 30 agents were present besides M. H. O. Williams, assistant superintendent of agencies, and J. T. Gallagher, assistant superintendent of claims, who represented the home office. The morning and afternoon sessions, which were in charge of Mr. Williams, were confined strictly to business, and the evening program was given over to music, stunts, short talks, and an address by Mr. Gallagher. Luncheon was served at noon, and at 6:30 p. m. the agents sat down to a turkey dinner at the home of Mr. Clark.

Gardner Made Vice President

Charles R. Gardner of Omaha has been elected second vice-president of the Northwestern Life of Omaha. Mr. Gardner has been at the head of the "Knights of Ak-Sar-Ben" for a number of years and has been a leader in civic enterprises in Omaha. He has also been active in promoting state-wide interests.

Announce "Ad" Campaign

The Phoenix Mutual Life has announced an increase of approximately 50 per cent in its advertising schedule for 1925, with large display space contracted in three prominent periodicals, the "Saturday Evening Post," the "Literary Digest," and the "American Magazine." The company carried considerable space in these magazines last year and has decided to extend the use of this advertising. Six full pages will be carried in the "Saturday Evening Post," seven in the "Literary Digest" and six in the "American Magazine."

WISCONSIN LIFE LOSES CASE

Frank W. Hall Gets Supreme Court Decision in Suit Involving Old Assessment Policy

Frank W. Hall of Madison has won his case in the Wisconsin Supreme Court. This was an action brought against the Wisconsin Life on a policy issued by its predecessor while operating as an assessment company, the defendant having assumed the obligations of its predecessor. The defendant claimed that under a reorganization of the company, and pursuant to the statutes of the state, the defendant was liable to the plaintiff only for the proportional assets of those who hold insurance under the mutual company. The circuit court rendered judgment for the plaintiff, and the company appealed.

The decision involves an assessment policy issued Dec. 31, 1896, by the Natural Premium Mutual Life, whose assessment policies the Wisconsin Life now holds. Twenty-six of the policies are in force and assessment to meet the decision will be made immediately against the remaining 25.

Franklin Life Meeting

The Franklin Life of Springfield, Ill., held its annual conference of general agents this week at the head office. John Marshall Holcombe, Jr., manager of the Life Insurance Research Bureau, made an address on Tuesday.

The Franklin was the first American company to accept applications without medical examinations. Among other things, interest payments on amounts payable under claims and on amounts payable as incomes were inaugurated. These innovations were fully discussed. It is expected that they will materially broaden the scope of Franklin service.

Discuss Non-Medical

At the Union Central convention in Cincinnati, this week, Dr. William Muhlberg, medical director, asked for an expression of sentiment on non-medical insurance, with divided opinion resulting. He said declinations would probably be as great as under medical selection. Agency Manager Charles Hommeyer asked the feeling on the half-rate policy, with little discussion, and the managers voted against it. Both questions were considered informally.

Security Mutual Promotion

Ray Davis of the city agency force of the Security Mutual Life at Lincoln, Neb., has been promoted to supervisor of agents for Nebraska. He is a brother of Oak E. Davis, Nebraska state manager, and has been one of the company's biggest producers. The company will concentrate its energies in 1925 on city business, and is perfecting an organization along those lines. In 1924 it wrote the largest volume of business in its history, and much of it came from urban communities.

Elmer B. Stephenson, president of the company, has resigned as president of the City National Bank and vice-president of the Lincoln Trust Company in order that he may have time to give to the increasing demands of the insurance company.

Will Build Michigan Agency

General Manager H. R. Stephenson of the Crown Life of Toronto, which recently entered Michigan, states that it is now making arrangements to get an active agency under way there. It does not contemplate entering any other states in the immediate future.

Western & Southern Promotions

J. C. Goodman has been appointed superintendent of the Western & Southern Life at Marion, Ind., where he formerly was assistant. This is a new district comprised of Marion, Wabash and Alexandria.

Clarence Schram, who has been home office inspector for Division "E" has been made superintendent of Chicago south.

New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

Write for information.

LaMonte Cowles, President

NATIONAL AMERICAN
LIFE INSURANCE COMPANY

Burlington, Iowa

ACTUARIES

DONALD F. CAMPBELL

CONSULTING ACTUARY

140 N. La Salle St.
Telephone State 7398
CHICAGO, ILL.

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Consulting Actuaries
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Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.
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J. H. NITCHIE
ACTUARY
1523 Association Bldg. 19 S. La Salle St.
Telephone State 4992 CHICAGO

A New England mutual life insurance company has a position open as general agent for its Chicago Agency. Applicants must give production record, experience and qualifications in confidential application.

Address L-66,

Care The National Underwriter.

Reserve Loan to INDIANS

INSURANCE MEN

Can You

Organize And
Finance A
Big
General Agency?

If so,--

We Will Give You
A Master
General Agents
Home Office
Contract
With First Year
and Renewal
Commissions
That Will Enable
You To Secure
The Best Solicitors
In Your Territory.

PRELIMINARY FINANCIAL

For the Year Ended December 31, 1924

ASSETS

Admitted Assets	- - - - -	\$7,792,653	positive protec serve of exc all othe URPL
		\$7,792,653	

Insurance in Force Dec. 31, 1924	- - - - -	\$60,066,256	gain in
Insurance Gain in 1924	- - - - -	\$3,501,719	gain in

le Insurance Co. **IND.**

FIICAL STATEMENT

December 31, 1924

LIABILITIES

Deposited with State Insurance Dept. for protection of all policyholders - - -	\$6,846,425.54
Reserve to protect policyholders in case of excess Mortality Claims - - - -	125,000.00
All other Liabilities - - - - -	160,404.22
SURPLUS TO POLICYHOLDERS	<u>660,823.64</u>
	\$7,792,653.40

Gain in Assets, 1924 - - - - -	\$705,757.65
Gain in Surplus, 1924 - - - - -	\$109,576.52

INSURANCE MEN

This
 Super-Generous
 Contract
 Is Offered
 To Only A Few
 Proven Successful
 Life Men
 Who Have and Can
 Personally Write
 A Large
 Monthly Business
 And Who Can
 Select A Force Of
 Real Producing
 Agents.
 A Very Few
 Of These Contracts
 Will Be Released
 In 1925.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern, Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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J. M. DEMPSEY, Manager

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In combination with National Underwriter (Fire and Casualty) \$5.50 a year; Canada \$7.50

Plan for Gorgas Memorial

THE GORGAS memorial, which is about to start a drive for \$5,000,000 to carry on its work, has for its object the improvement of health and lengthening of life, as explained at the recent meeting of the ASSOCIATION OF LIFE INSURANCE PRESIDENTS in New York by Dr. FRANKLIN MARTIN of Chicago, chairman of the organization. It is planned to conduct a nation-wide campaign of education to bring about closer cooperation between doctors and those in need of medical

attention. The organization will recommend periodic health examinations.

Dr. MARTIN told those at the meeting that the present life-span of 58 years can be raised to 65 or 70 if the public can be educated to pay more attention to physical condition. "Only the interest on the amount raised will be devoted to financing the research laboratory in Panama in memory of Gen. WILLIAM C. GORGAS, and to carrying on the educational program," said Dr. Martin.

Why They Dodge

A SALES promotion expert, a man who has every reason in the world to like calls from life insurance men, says that his first impulse invariably is to dodge. He likes their calls because he prepares and sells direct-by-mail advertising matter and he has some life insurance clients. Every agent's call promises to give him an idea that will be valuable to him. But he has never overcome his desire to avoid an insurance man.

And this is his diagnosis of the cause: "I know very little about life insurance and absolutely nothing at all about the policies that most of the salesmen offer. They are primed to sweep aside all the reasons I have for not taking what they want me to. I know they can lick me if we get into a discussion. I know that many can trick me into a discussion. I'm like every other human—I hate to take a licking and so I furtively seek a means of escape. Then I realize what my subconscious self is trying to make me do. I steel myself for what should be a pleasant call but is really an ordeal and tell my stenographer to 'show him in.'"

Overcoming Physical Handicaps

WHEN we see men with an actual physical handicap that almost annihilates ambition and enthusiasm going ahead and making a success in spite of disability, those who have all their organs intact and are able to go through life unharmed, cannot be criticized too severely if they lag behind in the race.

The NEW YORK LIFE calls attention to the fact that during its \$200,000 Club year, there were three blind men that became members. JULIUS JONAS, of the 42nd street branch in New York City, wrote \$215,500; S. R. HUFF of Youngstown, O., had \$300,916 and PAUL KERR of the Knoxville, Tenn., branch had \$406,405. Two of these blind men were among the 300 largest pro-

ducers in the club. President KINGSLEY, in commenting on the service of these men, calls attention to the fact that the state of mind has more to do with what has been accomplished than anything else. These men believe in unselfish service. They are happy in the thought that they are doing something worth while for their fellows. As President KINGSLEY aptly says: "If you, the agent, the uninsured and the half-insured, feel sometimes like shirking, remember these three blind men and get a new grip on yourself."

"FUNERALS" are being held every day for men who throw away their balancing poles too soon.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Charles M. Heublein, who resigned as supervisor of agencies in the branch office of the Reliance Life at Chicago to open a general agency for the company in that city, plans to develop an agency and brokerage business. Owing to his wide acquaintance with the fraternity, he expects soon to make a good showing. Edward J. Schellenburger of Pittsburgh, who is the largest personal producer of the Reliance Life and is said to be the largest personal producer in the country, will be available to Mr. Heublein for special service in the way of inheritance taxes and corporation insurance. Mr. Schellenburger writes a large part of his business in Pittsburgh and New York. He will make occasional trips to Chicago to cooperate with Mr. Heublein. Last year Mr. Schellenburger paid for \$4,500,000 business and had \$9,500,000 in applications.

Gaylord Davidson, agency superintendent of the Western Reserve Life, never misses an opportunity to boost life insurance company advertising. Speaking before the Muncie, Ind., Advertising Club last week on "Life Insurance from the Standpoint of a Life Insurance Agent," he said that practically all the life insurance companies of the county advertised in the insurance magazines, and many companies were carrying page and double page ads.

Vice-president Charles H. Boyer of the United States National Life & Casualty of Chicago and Mrs. Boyer will leave this week for six weeks vacation at Long Key, Fla., in the Florida reefs. Mr. Boyer will spend considerable time in fishing in the southern waters.

Mrs. Pauline Whitman Kreismann, 57 years old, wife of Frederick H. Kreismann, prominent St. Louis insurance man and former mayor of the city, died Thursday, after a lengthy illness. Mr. Kreismann is head of the Kreismann general insurance agency and also head of the St. Louis Mutual Life.

A life-size portrait of Joel L. English, senior vice-president of the Aetna Life, has just been completed by Irving R. Wiles, noted portrait painter, and was unveiled at the meeting of the company's directors Jan. 15. The painting will be on view in the main lobby of the home office building for a time, and later will be placed in the directors' room with portraits of other notable officials who have served the Aetna Life. The portrait is a remarkably fine piece of work. It is an admirable likeness of Mr. English, and presents him in a pose of characteristic force and dignity.

Mr. English, a native of Woodstock, Vt., has been with the Aetna Life since 1867. He was made secretary of the company in 1872, serving in that capacity until 1905, when he was elected vice-president. Mr. English celebrated his 81st birthday last October.

Warren C. Flynn, manager of the St. Louis, Mo., branch of the Massachusetts Mutual Life, has declined to seek re-election as mayor of University City, Mo. Flynn has served three terms as mayor and feels that the time has arrived for some other citizen to assume the duties of that office.

In December, Stanley M. Krohn, selling for "Jack" Shuff's office of the Union Central at Cincinnati, led the new agents of that company, placing \$210,000 of business. In fact, he finished the month in second place in the entire Union Central organization. This is a remarkable record for his first month in the business.

J. J. Jackson, general agent for the Aetna Life in Cleveland, sailed from New York Jan. 22 for a five month's trip around the world. Mr. Jackson is one of the oldest members of the Cleveland Association of Life Underwriters and

has attended practically all of the national conventions for many years. Although he has given up agency organization, Mr. Jackson puts in more time in personal selling than most younger men, and had the honor to take sixth place last year among the Aetna's 6,000 representatives, his production running in excess of \$1,000,000.

Miss Sylvia E. Coughlin, agent for the Lincoln National Life at Pierre, S. D., recently distinguished herself in a buffalo hunt which recently took place in her state by bringing down three fine animals. Miss Coughlin ordered several large pieces of buffalo steak sent immediately to the officers of the Lincoln National Life. When the shipment arrived, President Arthur F. Hall acted as host to other officers of the company at a round table luncheon held on Dec. 31. The huntress was toasted in an appropriate talk and Vice-President Walter T. Shepherd told of how Miss Coughlin had paid for more than \$100,000 of business in 1924 in a very sparsely populated territory.

The buffalo hunt was an attack upon a thousand head of wild buffalo running on 20,000 acres of land on the famous Scottie ranch of South Dakota. Leading persons of several states took part.

W. W. Dennis, 70 years of age, head of the insurance agency of W. W. Dennis & Co., at Louisville, Ky., general agents for the Mutual Benefit Life for 21 years, died this Monday following several weeks' illness of combined heart and kidney trouble. Mr. Dennis was born in Cincinnati on Aug. 20, 1854, going to Louisville in 1859. He entered the insurance office of his uncle, Kilbourn W. Smith, then general agent for the Mutual Benefit Life, and in 1904, on the death of his uncle, he became general agent for the company and formed the firms of W. W. Dennis & Co. In all, he was connected with the Mutual Benefit for 40 years. Associated with him in his agency were his two sons, Forre and Kilbourn Dennis.

William L. McPheeters, Cleveland manager for the Union Central, who has been ill for several weeks, was able to go to his office for a few days recently, but is again confined to his home in a serious condition. He has been one of the most energetic insurance men in Cleveland, and has built up a large agency.

Oscar N. Olmsted, of Olmsted Bros. & Co., Cleveland, O., state agents of the National Life of Vermont for Ohio and Indiana, died at his home there Sunday. He was 88 years of age and had not taken an active part in the business for about three years. Mr. Olmsted was for a long period treasurer of the Cleveland Life Underwriters' Association.

A. B. Banks, president of the Home Life of Little Rock, was host to 300 citizens of the state at a dinner given in honor of Governor and Mrs. Thomas C. McRae. The dinner was a testimonial to the public service of the retiring governor. He was the first president of the Home Life and remained on the board until he entered the governor's office.

Vice-President C. W. Welty of the Lamar Life at Jackson, Miss., has invited a number of prominent life insurance men to be present at the dedication of the company's new home office building Feb. 17. At that time he will have the agents of the company in traveling and hotel expense to be paid for those who between Jan. 15 and Feb. 15 will produce \$50,000.

Albert Rubens of the Northwestern Mutual office at Minneapolis has set a record in covering territory for the entire country to shoot at. Early this month Mr. Rubens returned from New

York city, where he wrote \$250,000 for his company. Within a few days he starts for Los Angeles, where he has contracted to sign up around \$800,000 more. Then after his return he has a date at St. Louis, Mo., where he hopes to close up a big corporation policy. Mr. Rubens is licensed to operate in half a dozen states.

Eugene B. Sayers, one of the old time life insurance men of Cincinnati, at one time general agent of the Hartford Life when it was conducting its famous Safety Fund plan, died of heart failure last week.

George M. Herrick, general agent of the Provident Mutual Life in Chicago, is undergoing a siege owing to his accident last month. He fell on the ice near his home and broke his hip. He was taken to the West Suburban Hospital. Mr. Herrick has been with the

Provident for nearly 25 years. He became general agent four years ago, when Paul Loder left Chicago to become manager of the home office general agency.

Dr. E. G. Simmons, vice-president of the Pan-American Life, although young in years, young in spirit, young in looks, has entered the ranks of the illustrious grandfathers. It is all due to Fisher E. Simmons, 2nd, the new son of Fisher E. Simmons, vice-president of the American Service Bureau.

Burt A. Miller, formerly insurance superintendent of the District of Columbia, is now associated with the Davis & Farley Company at Cleveland, who conduct a general insurance business. Mr. Miller is a former resident of Cleveland, having been connected with the old Bankers Surety there.

LIFE AGENCY CHANGES

GENERAL AGENTS APPOINTED

Montana Life Is Rearranging Field Force in California, Washington and Montana

The Montana Life has appointed V. B. Lawrence and A. C. Dolmyer as general agents at Los Angeles with territory covering southern California. The agency will be separate. Mr. Dolmyer has been a successful life producer at Salt Lake City, Utah, and Mr. Lawrence has been a life underwriter on the Pacific coast for many years. A general agency of the Montana Life has been established at Wenatchee, Wash., with E. W. Maloney as general agent. Mr. Maloney represented the Montana Life in western Montana a number of years ago and in recent years has been in the life insurance business in Calgary, Alberta.

In re-allocating its territory in western Montana, the Montana Life has appointed W. F. Ruegsegger of Calaspelo as another general agent. The entire territory of western Montana was formerly under the general agency of G. W. Toffman of Missoula. Mr. Ruegsegger has been general agent in western Montana for ten years and has a wide acquaintance in that district and is a large personal producer and an organizer of ability.

Carlos R. Mosley

The Provident Mutual Life has entered South Carolina. Carlos R. Mosley of Spartanburg has been appointed general agent. He has been in the life insurance business for seven years and has been connected with the Union Central.

Vernon B. Swett

Vernon B. Swett is now general agent for the Provident Mutual Life at Boston. He is 54 years of age and is a veteran life insurance man. He is a graduate of Wesleyan University, of which he is a trustee. In 1919 he was president of the General Agents Association of the Provident. He has been with the company more than 30 years. Mr. Swett succeeds Frank J. Hammer, who retires.

S. C. Hamilton

Following the dissolution of the firm of Hamilton & Fletcher, which for several years has represented the Penn Mutual Life as general agents in Sioux Falls and vicinity, the company has announced the appointment as general agent of S. C. Hamilton. Mr. Hamilton was a member of the old firm, of which he is now the sole successor. He has been in life insurance work since 1919. T. W. Fletcher will continue to represent the company in association with Mr. Hamilton, giving his entire attention to field work.

LAMAR SUCCEEDS F. W. DuBOSE

Becomes Supervisor for the Reliance Life in Florida—Manley Temporarily in Alabama

F. W. DuBose, who becomes supervisor of the Chicago branch office of the Reliance Life, has had charge of the Florida department, working out of Birmingham, Ala. He was sent to Birmingham to take charge of the work there, owing to the illness of Supervisor N. S. Tomlinson. Mr. DuBose for some months has therefore been looking after both states. Mr. Tomlinson has gone to Rochester, Minn., for medical attention.

G. G. Lamar, who has been an agent for the Reliance Life at Birmingham, succeeds Mr. DuBose as supervisor for Florida. He will make his headquarters at Jacksonville. Mr. DuBose is a young man of magnetic personality, who was formerly an agent of the Reliance Life at Asheville, N. C. H. P. Manley, from the head office, is temporarily in charge at Birmingham until Mr. Tomlinson is able to resume his duties.

Miss Bertha Latta

Miss Bertha Latta has been appointed district manager of the South Bend, Ind., agency of the Peoria Life. Miss Latta was formerly Indiana state supervisor of home economics education. Her sister, Mary Latta, will be the associate district manager, and their offices will be in the Associates building in South Bend. They are the daughters of Prof. and Mrs. W. C. Latta of Purdue University.

W. N. Reed

W. N. Reed, well known Seattle life insurance man, has become associated with the general agency of Peterson & Buck, representing the Provident Mutual Life as supervisor of agents. Prior to his new connection Mr. Reed was agency manager for western Washington for the Equitable Life of New York. He has been a resident of Seattle for 15 years.

E. T. Cook

E. T. Cook has been appointed general agent for the International Life at Akron, O. He formerly was connected with the Conservative Life and the Prudential.

C. V. Geren

Charles V. Geren has resigned the Orange county, Cal., general agency of the Great Republic Life to become general agent for the ordinary department of the American National at San Francisco. The territory assigned to Mr. Geren includes the northern portion of California and extends as far south as Fresno. He has been a leader in per-



"OHIO"

Do you know Ohio has 135 Cities of 3,000 population or more. It is a State of Opportunities.

The Ohio National Life Insurance Company, the Company of Opportunities, has some excellent openings for Agents, District Managers and General Agents in the State of Opportunities for men who can qualify.

For information, address in confidence if you desire,

The Ohio National Life Insurance Company

Cincinnati, Ohio

T. W. APPLEBY, President

W. F. MACALLISTER, Agency Manager



The Systeman Security Holder

is the best leather container on the market designed to provide a place for Insurance policies, bonds and other valuable papers.

Your client will appreciate that such a holder typifies quality service. The goodwill that it creates will be far in excess of its cost to you. It helps deliver extra policies. Use the coupon below. An examination of the Holder will convince you.

The Price is \$2.25.

There is a large size at \$3.15.

Liberal quantity discounts.

In lots of 25 or more your name printed on holder without charge.

E. L. KAUFMANN

Room 700, Austin Bldg.

111 W. Jackson Blvd.

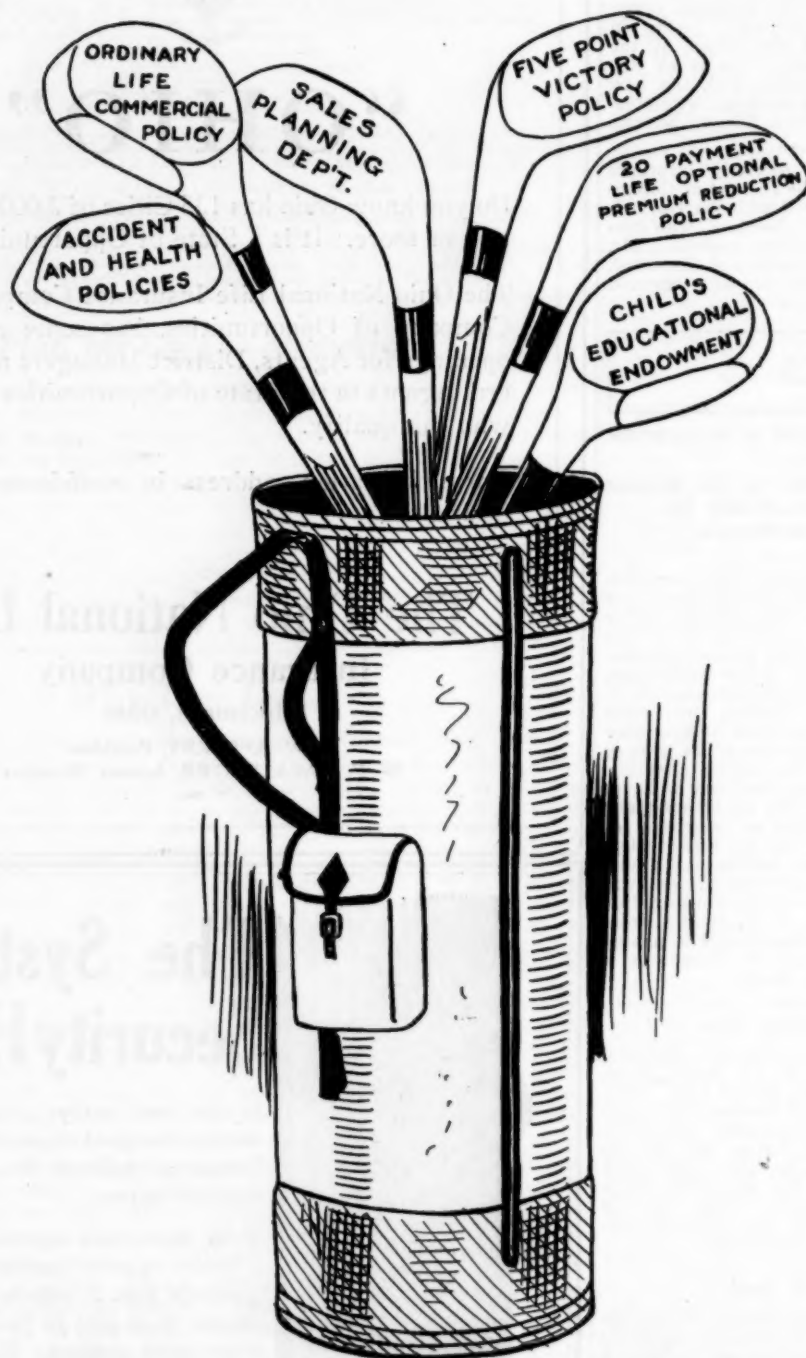
Chicago, Ill.

Telephone Wabash 3933

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name

Address



You'll play around in par with these "Clubs" in your bag.

PAN-AMERICAN LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS
President

E. G. SIMMONS
Vice-President and
General Manager

sonal production for the Great Republic Life since his connection with this company about three years ago, which was shortly after he went to California from Kansas, where he had represented the Kansas Life of Topeka for a number of years.

W. B. Harn

William B. Harn, who was formerly manager of the Missouri State Life in Toledo, but on account of ill health was forced to give up his position, is now getting back into shape and is going to Cleveland for the Missouri State Life, becoming identified with his brother, Walter Harn, who is an agent for the company there. Both are members of the Quarter-Million Club.

Alfred F. Parker

Harris Mecklen, general agent of the New England Mutual Life in Portland, Ore., has taken into partnership Alfred F. Parker. He was an agent for the company.

G. A. Sattlem

Bruce H. Whitney of Milwaukee, manager of the Wisconsin and upper Michigan agency, Mutual Life of New York, announces the appointment of G. A. Sattlem as superintendent of agents. Mr. Sattlem is a former Wisconsin man but has been superintendent of agents at Springfield, Ill., for the past eight or ten years.

Geoffery C. Burbidge

Geoffery C. Burbidge has been appointed district manager for the North American Life of Canada at Windsor, Ont. Mr. Burbidge has been in the life insurance business for a number of years in the west.

William Hunter

William Hunter has been appointed Michigan manager for the North American Life of Canada, with headquarters at Detroit. Mr. Hunter organized and was the first general manager of the Commonwealth Life at Hamilton, O. He has been in the life insurance business for over 20 years. The earlier years of his career were spent in Scotland and for the past eight years he has been in Toronto and Hamilton. He succeeds J. Miller as Michigan manager, Mr. Miller having left for Palestine where he will be managing director of the Judea Life.

Springfield Life Appointments

The Springfield Life of Springfield, Ill., which recently changed over to a legal reserve basis from fraternal, has rounded out a strong agency plant in the middle western territory. The following general agency appointments having been announced: Carl J. Riefler, Springfield, Ill.; James P. Crenshaw, Granite City, Ill.; Charles McConathy, Peoria, Ill.; J. P. Reid Steel, Indianapolis, Ind.; H. E. Siverson, Ottumwa, Ia.; S. D. McVeety, Minneapolis, Minn.; C. L. Loomer, Mason City, Ia.; Henry B. Wise, Decatur, Ill.; Lewis R. French, Danville, Ill.; Frank D. Sahland, Golden, Ill.; and L. J. DeMichaels, John D. Simons and Frederick Correll, Chicago, Ill. Over 500 local agents are also located in this territory.

Elmer A. Browne

Elmer A. Browne is the new general agent of the Pacific Mutual Life at Washington, D. C. Mr. Browne joined the agency force of the Pacific Mutual in Washington in 1919 and made the "Big Tree Club" in his first year and has continued his membership since. His production has increased steadily and he was the logical choice to fill the vacancy at the capital.

Idaho State Life Appointments

The Idaho State Life announces the appointment of V. L. Tregaskis as special representative with home and field in Boise, Ida. Mr. Tregaskis started his insurance career in 1921 with the Metropolitan and progressed rapidly, relin-

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southwest agency at Phoenix, Ariz. He has been a large personal producer, his volume of new insurance for November having been over \$50,000 and his total for the year qualifying him for 36th place in Class C of the Pacific Mutual life leaders in the Big Tree club.

Aetna's New York Changes

Considerable change has been made in the New York state territory as represented by the general agents of the life department of the Aetna Life. Smith & Searles, general agents at Buffalo; V. H. Chasey, general agent at Rochester; Herrick & Churchill, general agents at Syracuse, and R. P. Baird, general agent at Albany, have had their territory adjusted for the writing of life insurance and also accident and health insurance.

The counties of Genesee, Orleans and Wyoming, formerly supervised by E. B. Nell, have been transferred to Smith & Searles. Herrick & Churchill now have the counties of Cayuga, Tompkins and Tioga. The counties of Herkimer, Hamilton and Otsego have been detached from the agency of R. P. Baird and assigned to Herrick & Churchill.

Life Agency Notes

L. B. Van Hoesen has gone with the Atlas Life at Sapulpa, Okla. He was formerly connected with the Equitable Life.

A. T. Crawford, formerly representing the Equitable Life of New York in Nebraska, is now special agent at Blackwell, Okla.

A life department has been opened by John R. Young & Co. at Houston, Tex., representing the Missouri State Life. Albert Rickert heads the new department.

H. G. Rogers

The Great Republic Life announces the appointment of Harry G. Rogers as general agent at Santa Barbara, Cal. Mr. Rogers has heretofore been connected with the Minnesota Mutual Life and has a record as an experienced salesman of life insurance.

E. M. Sweet, Jr.

The Pacific Mutual Life announces the appointment of E. M. Sweet, Jr., as general agent at Stockton, Cal., in charge of a number of counties in that district. This is a promotion for Mr. Sweet, who has heretofore been a member of the field force of the company's

EASTERN STATES ACTIVITIES

NEW GENERAL AGENCY FORMED

Guilfoyle & Conor, Inc., Are the New General Agents of Aetna Companies in New York

The Aetna Life announces the formation of a new New York general agency under the name of Guilfoyle & Conor, Inc., with offices at 79 Wall street. The factors in the new organization, are experienced insurance men and have a wide acquaintance among brokers. They are particularly well versed in marine lines. The agency will have fine facilities, having the Aetna Life for liability, compensation; the Automobile of Hartford for fire and marine lines and the Aetna Casualty & Surety for general casualty and surety lines. The officers are Austin E. Titus, president; Alan E. Conor, vice-president and John W. Guilfoyle, secretary-treasurer. Mr. Titus has been associated with the Aetna for 15 years. Mr. Guilfoyle started in the insurance business in 1900, with the British & Foreign Insurance Company and later joined the marine department of the Royal. For the past eight years, he has been in the marine department of the Automobile Insurance Company. Mr. Conor was connected with Johnson & Higgins in the adjusting department for six years, and since 1919 has been in the marine loss department of the Automobile of Hartford.

Day & Cornish Agency Meeting

The Day & Cornish general agency of the Mutual Benefit Life at Newark, N. J., will hold its annual convention Tuesday, with a banquet in the evening. John R. Hardin, president of the Mutual Benefit, will speak at the morning session, and also at the dinner in the evening. Other speakers of the evening will be Dr. William R. Ward, medical director; David Kay, Jr., counsel, and William Bittles, president of the Chamber of Commerce.

Max Kirchman has been appointed special agent for the Equitable life for six counties in eastern Nebraska. Mr. Kirchman has been assistant cashier of the Saunders County Bank of Wahoo, and has handled life insurance for some years.

WOODWARD'S AGENTS CONFERENCE

Goal of \$15,000,000 Set for 1925—Agency Was Fourth Last Year With \$10,500,000

DETROIT, MICH., Jan. 21.—The first annual conference of agents of the Detroit agency of the Northwestern Mutual Life under Milton L. Woodward's regime as general agent, was held Jan. 12. An interesting program was given from 9:30 a. m. to the close of the session at a banquet given at the Detroit Athletic Club in the evening.

The program was given as follows: "Professional Attitude in Selling Life Insurance," by Myron H. O. Williams, assistant superintendent of agents, home office; "How the Agent Can Assist in Risk Selection," by Dr. D. E. W. Westrand, assistant medical director; "Extreme Importance of Flexibility in Arranging Option Settlements," by Harry R. Ricker, assistant secretary.

Evening program: "Greetings from Toledo," Charles S. Parsons, general agent of the company at Toledo; "1925," by Milton L. Woodward; "Pittsburgh Plus System," Royal S. Goldsberry, general agent of the company at Pittsburgh. Luncheon was served at the Detroit Yacht Club.

Mr. Woodward suggested that his agents work by a weekly quota instead of a quota for annual production, stating that "it is much easier to write \$8,000 every week than \$400,000 each year." Continuing, he said, "In January, \$400,000 looks to be a great amount to strive for, and many times the agent becomes afraid of the big figures, while \$8,000 seems an extremely easy goal to reach during the six working days of the week.

The agency paid for \$10,500,000 in 1924, a gain of over \$1,500,000 over 1923. This record also placed the agency in fourth place in the country among Northwestern agencies, having been led by New York City, Chicago, and the home office agency at Milwaukee. Mr. Woodward placed the 1925 goal for his agency at \$15,000,000.

A remarkable instance of men being "sold on their own business" was brought to light during the evening din-

This is No. 15 of a series of advertisements appearing in The National Underwriter. Watch for succeeding ones setting forth Michigan Mutual opportunities.



Michigan Mutual Life Building

Reliability

The agent who represents a reliable company never enters a man's office with fear and trepidation. He knows the organization back of him is good, that it offers a fair deal to agents and policyholders alike. And he further knows that the representative of a dependable concern is himself expected to be entirely above reproach. Hence, he is stimulated to a high degree of service.

The Michigan Mutual Life is admirably equipped in this respect. Organized 58 years ago, as Michigan's first life insurance company, it gives to the Michigan Mutual agent the rich experience of over half a century of business life. It is a company of proven reliability.

Michigan Mutual Life Ins. Co.

J. J. MOONEY, President A. F. MOORE, Secretary
GEO. B. MCGILL, Supt. of Agencies

Madison Ave. at John R. Street, Detroit

The Child's 20-Pay Life Optional Endowment Policy of the

Great Republic Life Insurance Company of California

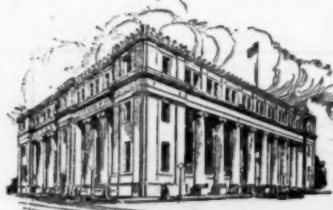
Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager
Southwestern Department
401-2 Mercantile Bank Bldg.
Dallas, Texas

E. L. BLACK, State Manager
P. O. Box 148
Little Rock, Arkansas

W. H. SAVAGE, Vice-President
Los Angeles, California

Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets	\$ 7,804,230	\$ 40,113,271
Policies in Force.....	503,302	1,552,803
Insurance in Force....	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO

A Company with Friends Everywhere

The agent who is selling insurance in this Company, which for seventy-three years has been rendering unexcelled service, does not work alone. Wherever he may be, he finds enthusiastic friends ready to help him by testifying that there is no better company in the land than the old Massachusetts Mutual. Its enviable record for service and the low net cost of the protection furnished make a combination that assures success to any real worker in the field.

JOSEPH C. BEHAN, Superintendent of Agencies

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS
INCORPORATED IN 1851

CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?
Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY

10 So. La Salle St.

Chicago, Illinois

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company
A Company of Service

Service to Policy Holders

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence invited.
H. B. HILL, President N. H. WALT, Vice-Pres. and Agency Director JAS. FAIRLIE Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

ner, when a poll was taken of the 32 active agents of the Detroit office and it was discovered that these 32 men carried \$1,092,000 personal insurance, or an average of approximately \$35,000 each.

A very fitting close came to this first conference, when Mr. Woodward was presented with the very appropriate gift of 30 applications for \$236,000 in new business by his salesmen.

Question New Building Plans

Commissioner Savage of Ohio took action last week to prevent the erection of a 31-story building in Columbus by the American Insurance Union. Mr. Savage takes his action based on the interpretation of the law by the attorney-general who stated that the society is without statutory authority to invest its funds in real estate, except as it requires for the immediate accommodation of the transaction of business.

Berlet Addresses Mutual Life Men

The good feeling manifest between general agents and managers of life companies in Philadelphia again took form Saturday when E. J. Berlet, manager of the Guardian Life, spoke on "The Tragedy of the Lump Sum" to the Philadelphia agents of the Mutual Life of New York. As the meeting was held on Franklin's birthday, the speaker, after paying tribute to Poor Richard's teachings, pointed out just how the gentle persuasion of the premium notice re-

sulted in unconscious thrift on the part of the assured. Mr. Berlet gave an admirable blackboard talk in which he emphasized the value of old age monthly income endowments as well as the protective phase of monthly income settlements to beneficiaries. In concluding he urged that conscientious life underwriters must realize that their responsibilities to all interested in the policy contract cover not only the creation of an estate but its conservation as well. Sidney Krumrine, president of the Mutual Life Field Club, presided.

Charity Is Beneficiary

A feature of the campaign on behalf of Jewish charities in Philadelphia, this month was a life insurance policy for \$100,000 made out by Jules E. Masbaum to the Federation of Jewish Charities. Mr. Masbaum is president of the Stanley Company of America, which owns a string of motion picture and vaudeville houses from coast to coast.

Name Agency Supervisor

Lloyd Douglas has been appointed supervisor of agents in the Newark agency of the Equitable Life of Iowa, associating himself with Paul R. Wendt, general agent. Mr. Douglas has long been a successful underwriter in Newark, and he will now devote his time to special agency work and personal production.

IN THE MISSISSIPPI VALLEY

IRA B. MAPES WAS HONORED

Celebrated His Twenty-Fifth Anniversary Year with the Phoenix Mutual at Kansas City

The Kansas City agency of the Phoenix Mutual Life has just celebrated the 25th anniversary of Ira B. Mapes' connection with the company.

The celebration was preceded by a Mapes Marathon Month for new business and, at the banquet two loving cups were presented to the winners of the contest. The first cup was won by Charles R. Stewart who led in production among the "veterans," or experienced men. The second cup was won by Mrs. Lola M. Elliott who was the leader among the agents contracted with in 1923-4.

Charles R. Stewart is the district agent of the company at Independence, Kans., and his production for 1924 showed paid premiums of \$11,000. Mrs. Elliott's contract was dated Sept. 15, 1924, and, during the contest, she produced \$23,500 written business.

Mr. Mapes became manager of the Kansas City agency the latter part of 1899. In 1920, he formed a partnership with A. E. Myers, and the firm name is now Mapes & Myers.

Thirty-six agents and their wives joined in celebrating the 25th anniversary.

The Cedar Rapids agency of the Equitable Life of Iowa has been divided at the request of the general agents there, B. A. Barlow and O. A. Anderson. The Cedar Rapids territory has been divided into two districts, with a general agent in charge of each district.

WILL NOT ASK FOR BUREAU

General Insurance Men Do Not Care to Embarrass Administration—Life Men Hold Out

LINCOLN, NEB., Jan. 21.—At a recent meeting of representative insurance men in which all of the lines save life were represented, it was decided not to embarrass the new state administration by asking for a separate bureau for the insurance industry of the state. It was felt that because of the general public opinion with respect to the creation of new departments of the state government, this might be understood as multiplying the agencies of government. If it comes in the course of the readjustment that the bankers are asking by which banking will have a head and jurisdiction all its own, well and good, but it will not be asked for.

Most of the life men believe that it will be advisable to ask for a separate department, because the insurance men cannot take the chance of being tied up with some other unconnected department if the banking department gets loose from it. They have presented their views to the governor.

All that the other group asks for is the restoration of the bureau to its former status, with a chief of its own, and a salary of \$3,000 a year for him. Governor Bryan named no chief, promoted Mrs. Fairchild from the chief clerkship, paid her but \$190 a month, and took the remainder of the money to piece out a salary for his secretary of trade and commerce.

Following out this plan representative insurance men have persuaded J. R. Dumont of the Sinclair-Dumont agency of Omaha to allow his name to be presented to the governor as a candidate for bureau chief. Mr. Dumont protested for a time, but finally agreed in the interest of the industry. All of the interests are agreed that an outstanding man should be named for the place, and while it means a sacrifice for Mr. Dumont, he felt that if he were not willing to make it himself when so many made it a matter of duty he had no right to ask anybody else to do it.

A committee has waited upon the governor and presented his name as that of an outstanding figure in the business, and the type of man needed to regulate

and supervise the business in its public relations. Representatives of the federation and the state association of agents have informed legislators that they are not seeking officially any legislation at its hands, and that all they are asking for is intelligent regulation and administration of the law. Nearly all of these are citizens of the state, and doing business in Nebraska, and representing the majority of men in it are seeking to impress on the legislature that they merely desire a fair field without hampering hobbies.

COWAN TO HOLD CONVENTION

General Agent of Northwestern Mutual Life at Aurora, Ill., Has Had Very Successful Year

James M. Cowan of Aurora, Ill., general agent of the Northwestern Mutual Life, will hold his annual agency meeting at Joliet, March 5. At noon time there will be a joint meeting with the Association of Commerce. Vice-President M. J. Cleary, making an address. In the afternoon there will be a conference of agents and in the evening there will be a dinner.

The Aurora general agency paid for \$179,100 last year, showing a net gain of \$129,000. It now stands sixth in the state for business. New York City is first, Chicago, next, then Milwaukee, Detroit and Los Angeles. The Cowan general agency stands fourth in per capita life insurance carried in its territory.

Provides for Children's Policies

A bill has been introduced in the Nebraska legislature to amend the child insurance law so as to conform with the New York law. This permits the issuance of policies for children under 1 year of age, not now allowed, with a maximum coverage of \$20. The remainder of the bill raises the maximum insurance as follows:

Age	Present	Proposed
1 to 2.....	\$ 30	\$ 50
2 to 3.....	34	75
3 to 4.....	40	100
4 to 5.....	48	130
5 to 6.....	48	160
6 to 7.....	140	200
7 to 8.....	160	250
8 to 9.....	200	320
9 to 10.....	240	400
10 to 11.....	300	500
11 to 12.....	380	600
12 to 13.....	460	700
13 to 14.....	520	800
14 to 14 yrs., six months	600	900

Business Better at Duluth

Field men of life companies operating in Duluth, Minn., and vicinity report a marked increase in the volume of business written so far this month as a result of the improving business and industrial situation. Agents have prospects in hand for large lines upon the lives of business and professional men. Writing of firm and joint business policies is increasing.

Oshkosh Agency Rally

Fifty-five Northwestern Mutual Life agents of the central Wisconsin territory were present recently at a general meeting of the Oshkosh agency, sponsored by D. N. Cameron, general agent. Principal speakers were Douglas Malloch of Chicago, widely known as "The Lumberman Poet"; Joseph T. Gallagher, from the home office at Milwaukee, and E. J. Dempsey of Oshkosh. In 1924 the Oshkosh agency wrote the largest number of policies of any Northwestern Mutual Life general agency and stood sixth in total volume of paid-for business. Prizes were awarded to Fred F. Wetengel of Appleton, biggest volume producer; Earle Murray of Green Bay, largest amount of personal premiums, and William F. Schwimm of Beaver Dam, largest number of lives written.

Meyer Is Milwaukee Speaker

J. E. Meyer, general agent for Aetna Life at Minneapolis, former mayor of that city, and an Aetna-izer for 32 years,

was the principal speaker at a get-together dinner for the office and field forces of the Albert E. Mielenz agency of Milwaukee, representing the Aetna Life in Wisconsin and upper Michigan.

The dinner was given by Mr. Mielenz primarily for the purpose of promoting a better cooperation between the various divisions of the agency by acquainting each other more thoroughly with the other's problems. Approximately 50 persons were present at the dinner.

Bankers Life Milwaukee Meeting

Plans for a general meeting of all persons associated in the Wisconsin and upper Michigan agency of the Bankers Life of Des Moines, which will be held at Milwaukee Feb. 10, are now being completed by F. T. Johnson, agency manager. Principal speakers will be Mr. Johnson and L. Z. Davenport, regional sales manager at the company's home office, Des Moines, Iowa. All the agency's field men will be invited to attend the meeting.

Security Mutual Conference

Oak E. Davis, Nebraska State Manager of the Security Mutual Life of Lincoln, was host to the nine city managers at a luncheon and dinner last week, a conference on production methods and followups on collections

occupying the remainder of the day. The city managers in attendance were: G. L. Rupert, Omaha; Walter Peterson, Fremont; W. L. Moss, Norfolk; H. B. Burmood, Grand Island; A. G. Wingert, Kearney; T. J. Moore, North Platte; Mr. King, Hastings; H. L. Reed, Fairbury and J. W. Ekwall, Beatrice. Each was given a quota for the year.

Illinois Federation Meeting

The annual meeting of the Illinois Insurance Federation will be held at the Hotel La Salle in Chicago Feb. 3. In view of the legislative session now on, considerable attention will be given to possible measures affecting insurance that will be introduced. Clifford Ireland, director of trade and commerce in Illinois, and Thomas B. Donaldson, formerly the Pennsylvania insurance commissioner, will give addresses. Charles H. Burras of the National Surety has been renominated for president and T. R. Moss for secretary.

Proposes New Fraternal Law

Chairman J. W. Graybill of the senate committee on insurance, who is grand master of the Ancient Order of United Workmen, has introduced a bill in the Kansas legislature to put fraternal which are operating on an adequate rate basis on the same plane as the old line

companies as to use of surplus funds, and removing the present restrictions. Under the proposed bill any society operating under the American Mortality or the National Fraternal Congress Mortality tables, which has set up the legal reserves and compiled with other requirements for old line companies, may use its surplus for extraordinary and unusual expenses in order to promote the business of the society.

Brunquill Made Deputy

H. C. Brunquill, for the past ten years actuary in the Wisconsin insurance department, has been promoted to deputy insurance commissioner. That position has been held by O. H. Johnson, a state senator, who resigned so that he might resume his duties in the legislature. The appointment of Mr. Brunquill is temporary and Mr. Johnson will resume his position when the present session of the legislature is over.

Approves Commissioner's Suggestions

In the biennial message of Governor N. E. Kendall of Iowa to the general assembly, cognizance was taken of the recommendations made in Commissioner Kendrick's annual report for a number of changes in Iowa's insurance laws, as follows: "Unquestionably the time for issuing annual licenses and the report to the governor should be extended as he suggests. All voluntary liquidations undertaken by companies should be

Prospects or Suspects?

HAVE you ever written three or four applications in a day—then wondered what caused it—and finally decided that you had devoted that day to **good prospects?**

Prospects are profitable. Suspects lose you money.

Agents working under the American Central Plan devote **every day to good prospects.**

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

Any agent who feels that he might be interested in more details concerning the plan may readily secure them by writing today to



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

AMERICAN CENTRAL LIFE

INSURANCE CO.

INDIANAPOLIS

ESTABLISHED 1895

HERBERT M. WOOLLEN, President

NUMBER ONE IN A SERIES OF INFORMATION ADVERTISEMENTS

under his exclusive management, and he should be invested with power to institute proceedings for the displacement of any officer or director for misfeasance or malfeasance. Whenever it is necessary that a receiver be appointed, the commissioner should act in that capacity without additional compensation. Adjusters operating in this state, and brokers negotiating stocks in insurance companies should be required to obtain a license from him, and their transactions should be under his supervision."

Legal Service Clause Omitted

An important provision of the Kansas insurance laws was omitted from the revised statutes last year by the revision commission. Superintendent Baker has just found that the companies domiciled in other states and foreign countries are not required to accept service in lawsuits through the insurance department. Most of the companies have filed a notice with the department authorizing the superintendent of insurance to accept service. This authority is still operative but it is doubtful whether new companies coming into the state would be required to file a similar notice and it may be possible that the companies could cancel the present notices.

Mr. Baker did not discover the omission of the provision from the revised statutes until a few days ago. He hastened to appear before the first meeting of the insurance committee of the senate, explained the situation and asked for

immediate consideration of a bill to restore the requirement to the statutes.

Would Divert Premium Tax

A bill introduced in the Nebraska legislature would utilize all of the gross premium tax paid by insurance companies for the support of the common schools of the state. Under the existing law a 2 percent tax on gross premiums of fire companies is levied, the taxing being done in the counties where agencies are maintained, and the money going into the county general fund. The proposed law repeals this latter section and directs that all be paid into the general fund. It excepts only real estate taxes and the special tax raised for fire prevention and inspection bureau support.

It is further provided that the 2 percent taxes on life, casualty, surety and all other forms of insurance, on the gross premium basis, shall go into the general fund and be distributed among the schools of the state semi-annually. Fraternal beneficiary and mutual assessment associations are exempted from taxation, as before.

Renew Fight in Legislature

At the initial session of the Iowa legislature, even before it had been duly organized for action, Senator Browne of Jackson county served notice on the senate that he will demand an accounting in regard to an order for the publication of the proceedings of the insur-

ance investigation made by the preceding senate. He directed his inquiry to the senate desk force as to why the order that authorized the printing of 500 copies of the evidence taken in the investigation had never been complied with. Hold-over senators, familiar with the fight made by Senator Browne in the special session of the legislature in his

effort to convict Commissioner Kendrick of both negligence and crookedness in the administration of his department, believe that an effort will be made to reopen the investigation, but directed the time against certain insurance companies rather than against the commissioner who was completely vindicated in the previous investigation.

IN THE SOUTH AND SOUTHWEST

INTEREST IN OKLAHOMA CASE

Close Question as to Whether Policy Was in Force—\$10,000 Paid on Premium of \$8.70

OKLAHOMA CITY, OKLA., Jan. 21.—Settlement was made here last week by the Massachusetts Mutual Life in a case which has attracted much attention by reason of its unusual features.

On Nov. 1 a \$10,000 policy was written for Tom Holland through R. W. Dozier and J. B. Lackey of the George E. Lackey general agency of this city. He paid a temporary term premium for one month of \$8.70, but failed to make another payment when it was due, Dec. 1. On Jan. 2 the insured was killed in an accident at Blackwell, Okla. The 31 days grace brought the date of expiration of the policy to Jan. 1. This, however was a legal holiday. Legally, the company was probably relieved of any liability in the case, but the special agents who sold the policy forwarded a complete history of the case to the home office.

A wire from the home office advised that Mrs. Margaret Holland, mother of the insured, and named as beneficiary in the policy, should be paid \$9,704.30, representing the \$10,000 named in the policy and a full year's dividend of \$45.70, less the annual premium of \$341.40. Even the \$8.70, representing the first premium paid by the insured, was credited to the beneficiary.

The case happened to be one under which, according to the Massachusetts Mutual contract, the matter of premiums falling due on a Sunday or holiday, which allows one more day of grace was involved. Holland died at 9 a. m., Jan. 2, nine hours after the policy would have expired on Jan. 1 at midnight, if it had not been a holiday. The policy was considered by the company in full force and effect at the time of the insured's death, and the amount involved was paid in full.

Suggests Drastic Change

In his inaugural message to the Arkansas legislature Governor Terral recommended that the office of state insurance commissioner and state fire marshal be abolished, and that there be created in its stead a department to be known as the department of insurance and revenues. He proposes that the duties now imposed upon the insurance commissioner, together with the duty of collecting the gasoline and motor oil tax, the cigarette and cigar tax, the cigarette license tax and the severance tax, be conferred upon the new department. He says that the insurance tax is collected by the insurance department, which costs the state \$18,000 annually for operation. This makes the total cost to the state last year of operating the insurance department and the revenue collecting activities of the various other departments an aggregate of \$152,200.

Oklahoma Agency Contest

As a result of a contest for finished business recently staged by the Tulsa and Oklahoma City sales forces of the Engelsman & Goldstandt agency for the Equitable Life of New York, the Tulsa force will visit Oklahoma City, and be guests at a "razz" banquet, Jan. 30. Oklahoma City won by 443 points. The state agency meeting is scheduled for the day preceding the annual Sales Congress to be staged by the Oklahoma Association of Life Underwriters. The an-

nual report of the agency reveals two agents in the \$500,000 class, Fred Goldstandt and J. K. Taylor. H. Buchheimer, J. P. Kelly, Neal O'Sullivan and E. A. Braniff are in the \$250,000.

Causes Death for Insurance: Life Term

Emma Bonner of Prince George county, Va., must serve a life term in the Virginia penitentiary for setting fire to a house in that county and causing her aged kinswoman, Rosa Bonner, to be burned to death, according to a decision of the Virginia supreme court appeals affirming judgment of the Prince George court. It was alleged that she committed the crime to collect insurance on Rosa Bonner's life which it developed she had taken out without the latter's knowledge. There were two industrial policies, one for \$150 and one for \$120. She was named beneficiary in each, and it is stated that she succeeded in collecting the insurance before the crime was laid at her door.

Southland Life Round-Up

The annual round-up of the Southland Life of Dallas was held at Mercedes, Tex., on the Rio Grande river, last week. Some 400 agents from all sections of Texas together with officials from the Dallas office, many accompanied by their wives, spent five days in the border city and across the river in Mexico.

The main delegation left Dallas in a special train. At Granger the delegations from South Texas were hooked up and the "Southland family" steamed on to the scene of the outing.

During the stay on the border the agents and company officials discussed various problems confronting agents and mapped out work for the year. Among the speakers on the program were Harry L. Seay, Dr. Simmons, Paul V. Montgomery, H. B. Seay, P. N. Thewenet, R. D. Erwin, Eli Sanger, Isaac Miller Hamilton and W. E. Bilheimer.

More Robertson Law Talk

Despite reports to the contrary it is again stated that an effort will be made during the present session of the Texas legislature to repeal the Robertson law. Governor Miriam A. Ferguson has announced she is opposed to tampering with the insurance laws and it is generally conceded that if the repealing bill, to be introduced in the house, is not killed before it gets to the governor, she will veto it.

Supporters of the repeal bill say Texas needs all the big companies possible doing business in the state and that the Texas companies no longer need protection from outsiders. Those opposing the repeal claim many of the companies withdrawing from the state when the Robertson law was passed have complied with the provisions of the law and returned and it would be unfair to them to "let down the bars" now.

American Life Club Meets

The annual meeting of the American Life Club of the American Life Reinsurance of Dallas, was held last week. A dinner was served the salesmen of the company at which President A. C. Bigger announced the total amount of insurance now in force is more than \$49,000,000 and of that amount over \$19,000,000 was written during the past 12 months. Those making brief addresses at the meeting were Fred Strudell, W. C. Simpson, Morton Bigger, Henry Camp Harris and J. H. Bryan.

SAY:

We offer a direct Home Office contract under which you can qualify for 75 per cent. first year commissions and continuous vested renewals.

Write:

The Columbus Mutual Life Insurance Co.

Columbus, Ohio

We are admitted in District of Columbia, Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Missouri, Nebraska, Ohio, Oklahoma, Pennsylvania, Virginia and West Virginia. We contemplate entering California early in 1925.

PACIFIC COAST AND MOUNTAIN FIELD

CONVENTION OF CAPITOL LIFE

Denver Company's Gathering of Leading Producers Is First in New Home Office

DENVER, COLO., Jan. 21.—The 18th agency convention of the Capitol Life, held here the past week was the first to be held in the new home office building. President Clarence J. Daly welcomed the agents in a very optimistic address, and made a brief resume of the work accomplished by the agency force in 1924. The heads of each department then addressed the convention, mentioning things that would be of help to the agents in the field, and how the agents could be of help to the home office.

The afternoon was spent in inspecting the home office building, and in the evening the agents were the guests of the company at a banquet, which was strictly informal, a "family affair" of the officers of the company and the agency guests, accompanied by their wives, followed by a theater party.

Was Two Day Convention

Another business session was held the next morning and in the afternoon an auto trip was taken over Lookout mountain and up Bear Creek canon. The convention was closed in the evening with a dance at the Capitol Life building.

The Capitol Life has always stood for the highest ideals. The spirit of Thomas F. Daly, founder and first president, must ever be entwined in the traditions and in the policies of this company.

The new home office building is situated at Sixteenth avenue and Sherman street, just above the heart of the business section of the city, in a semi-residential district, and the site could not have been more happily chosen. The ground is that on which the residence of one of Colorado's pioneers stood for many years, with fine old trees and a commanding view of the snow-capped mountains to the west. The building itself is of the monumental type, built of Colorado materials, and conforming in a most harmonious manner to the neighboring public buildings of the city and state.

Hold Company Liable for Delay

The supreme court of Washington has affirmed the lower court in the case of Nina G. Dyer, Administratrix vs. Missouri State Life. Judgment for the amount of an undelivered \$10,000 policy was given on the ground that carelessness and negligence on the part of the company had delayed delivery to the deceased during his lifetime.

The high court held that a life insurance company is liable for negligence of its agent in failing to forward an application for insurance within a reasonable time, if it is shown that the application would have been accepted by the company prior to death of the applicant but for such negligence.

Lewis Succeeds Parsons

W. de Lancey Lewis, one of the leading personal producers of the San Francisco branch office of the Pacific Mutual Life, has been elected a vice-president of the company in charge of the northern California territory. Mr. Lewis succeeds Arthur C. Parsons, who has been called to the home office of the company in Los Angeles. The announcement of the advancement of Mr. Lewis was made by President George I. Cochran at the annual meeting of the San Francisco staff with the officials of the company. Those who went to San Francisco from the home office to participate in the affair, in addition to President Cochran, were Vice-Presidents Danford M. Baker, Lee A. Phillips, and W. H. Davis.

COAST OUTLOOK IS BRIGHT

President Morgan of Northern Life Comments on Past Year's Results and 1925 Prospects

SEATTLE, WASH., Jan. 21.—D. B. Morgan, president of the Northern Life of Seattle, on his return from a seven-weeks' trip through Oregon and California, declared 1924 was the best year in the company's history. Discussing the company's plans for this year and general conditions, Mr. Morgan said:

"We reached our goal of \$15,000,000 in new business in 1924, and have every reason to believe that our anticipated volume of \$20,000,000 will be more than

realized in 1925. I found conditions in California and Oregon much improved and the absence of 'wildcat' or inflated conditions in real estate was marked. Building programs were in keeping with a growing demand and natural prosperity. Agricultural conditions are improving, especially in the San Joaquin valley, among the raisin growers.

"While it is most gratifying to know that more than half of the business written during 1924—our biggest year in the history of the company—originated in our home state, we can't help but feel elated over the record made in California, where the company has written the largest volume of business ever produced by any company in its third year after entering the state. Gains have been made in every department, showing increases in insurance in force, premium income, assets and surplus to policyholders and at the same time the company has furnished accident and health insurance at one-half current

rates by combining with life. Our increasing representation and business has necessitated the doubling of office space in eight of our principal offices."

Held Convention at Seattle

Oregon and Washington agencies of the Massachusetts Mutual Life held their second annual convention at Seattle. Perry O. Donaldson is president of the northwest Agents' Association of the company. The agents from Portland, headed by H. G. Colton, general agent, were guests the first evening of Arthur H. Challiss, Seattle general agent, in connection with a contest for new business last year, which was won by the Washington agents by a small margin.

An all-day business session was held the second day, the Oregon group having charge of the morning program and the Washington men of the afternoon. A banquet was held in the evening at

52.4%

of the *new business* issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1924 was upon applications of *members previously insured in the Company.*

The
Policyholders'
Company



Once a Policyholder—Always a Prospect.

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

ROCKFORD LIFE

For direct contract with Company, write to

FRANCIS L. BROWN, Secretary and Manager

ROCKFORD, ILLINOIS

Western Life Insurance Company

OF DES MOINES, IOWA.
Organized 1867

Now entering upon its 19th year. Over \$20,000,000.00 in force. Assets close to Two Million. Legal Reserve One Million and a Half. Surplus to Policyholders over Quarter of Million.

Home Office
Des Moines, Iowa

State Branch Offices:
Sioux City, Iowa Mankato, Minn. Lincoln, Neb. Topeka, Kans.

THE OLD LINE CEDAR RAPIDS LIFE INSURANCE CO.

A GOOD WESTERN COMPANY

CEDAR RAPIDS

Up-To-Date Policies Liberal Contracts
Iowa, South Dakota, Minnesota, Nebraska

IOWA



OUR FIELD
Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are "hard-boiled" on advances.

COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

S. M. CROSS, President

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
Dr. J. H. IGLEHART, Medical Director

THE EQUITABLE LIFE OF IOWA



ANNOUNCES

LARGEST DIVIDENDS

IN ITS HISTORY

EQUITABLE LIFE OF IOWA

Founded: 1867

Home Office: Des Moines

which Norman V. Pierce, Australian lecturer, spoke on "Australia, the Curiosity Shop of the World."

Old Age Pension Bill

It is reported that Senator Murphy of San Francisco will introduce an old age pension bill in the California legislature which would put the state into the life insurance business to this extent. The bill would create a state fund with an initial sum of \$25,000. Under its provisions every resident of California for more than 15 years would receive a pension of \$1 a day after reaching the age of 70, provided they had not accumulated property amounting to \$3,000 and have no children.

Miss Bowyer Back in Field

Miss A. V. Bowyer, formerly manager of the field service department of the West Coast Life of San Francisco, who has been in commercial pursuits for the past year, has returned to life insurance as agency secretary of the coast department of the California State Life at San Francisco. Miss Bowyer has also become associate publisher of "The Advertiser" of San Francisco.

Rathbun's 20th Anniversary

An attendance of over 100 members of the Los Angeles general agency of the Equitable Life of New York marked the dinner-dance given by Manager

George A. Rathbun Jan. 20 to his agency and their wives and sweethearts in celebration of the 20th anniversary of connection with the Equitable. The Rathbun agency closed 1924 with a volume on paid-for basis of a little over \$12,000,000, which is slightly in excess of any previous record.

C. A. Moore on Coast

Charles A. Moore, vice-president and manager of the Liberty Life of Toledo spent several days in Los Angeles last week, this being his first stop on a trip to Pacific Coast points as far north as Seattle. This company was recently chartered in California and Washington and is establishing agencies in Los Angeles, San Francisco and Seattle. Mr. Moore left Los Angeles last Sunday continuing his trip north, expecting to return to the home office in about two days.

Award "Leader's Cup"

The "Leader's cup," the prize offered last year by W. H. Carter, general agent at Los Angeles of the Central Life of Iowa, for volume of paid personal production the greatest number of months during 1924, was won by Sam Mitchell. This agency wrote a volume slightly in excess of \$2,000,000 of insurance and paid-for new insurance last year and has accepted a quota of \$5,000,000 for 1925.

IN THE ACCIDENT AND HEALTH FIELD

OHIO ASSOCIATION ELECTS

State Organization of Mutual Health and Accident Companies Holds First Annual Meeting

The Ohio Health & Accident Underwriters Association held its first annual meeting at Columbus last week. This was an all day meeting, with luncheon at noon for the members of the association and Judge Savage of the Ohio insurance department, who addressed the meeting.

This association was organized by mutual health and accident companies operating under the laws of Ohio. The purposes of the organization are to promote good will and harmony between members; to devise measures for the protection of their common interests; to advance the general interests of health and accident underwriting and to improve and elevate the status of the health and accident business.

The officers elected for the coming year are as follows: President, E. G. Robinson, National Masonic Provident, Mansfield; vice-president, Channing E. Jones, Buckeye Mutual Health, Columbus; treasurer, George L. Behrens, Globe Casualty, Columbus; secretary, Samuel L. Cotter, Commercial Mutual, Columbus; executive committee, A. R. Smith, National Business Men's, Cleveland, chairman; J. C. Hanna, Union Casualty, Cleveland; B. B. Paddock, Central Casualty, Columbus.

The next meeting of the association will be held in July at Cedar Point.

Will Use Its Own Manual

The United States National Life & Casualty is now getting out its own manual. Dr. W. A. Granville, head of the educational department, is doing the work. As soon as it is completed the present conference manuals will be supplanted by the new book.

Will Have Agency School

Vice-President C. H. Boyer of the United States National Life & Casualty states that a school of instruction will be opened in Chicago probably late in March or early in April. These schools in the past have been well attended and have provided some excellent material. Mr. Boyer gives it as his opinion that the expense incurred for these schools is really a good investment.

CONDITIONS HAVE IMPROVED

Industrial Companies Had a Heavy Turnover in Their Agency Plants During Last Year

Companies writing industrial health and accident insurance find that the first of the year their returns have been much more encouraging. Part of last year furnished rather slim pickings. The agency turnover was terrific. It was 50 percent more than the year previous. In a number of centers people were out of work and dropped the insurance. Agents working on delivery found that it was impossible to fill the holes. They became discouraged and quit soliciting. The companies seemingly could not spend the time and hire their men on the line. In some cases plants were shut down entirely and some were running on a part time basis. Now a number of plants have resumed full tilt. Those who are in close touch with the business say that conditions have greatly improved during the last six weeks.

TRAVELERS BUSINESS CHANGING

Indemnity Company's Accident and Health Turned Over to Travelers Insurance Co.

HARTFORD, CONN., Jan. 22.—John E. Ahern, secretary of the accident department of the Travelers, has announced to agents in Canada that the Travelers Insurance Company has insured all the accident and health of the Travelers Indemnity from Jan. 1 and that all new business will be in the future issued by the Travelers Insurance Company.

He announces also to the Canadian agents a new series of accident and sickness policies, English and French, complying with dominion and provincial statutes. All present policies ending with the symbol letter "N" are withdrawn and a list of new forms is announced ending in the letter K.

The words "external and violent" are eliminated from the insuring clause under the leader and maximum forms and the beneficiary and insured forms have

been amplified. Partial disability in the rider form is extended to 52 weeks. The total disability provision in all forms has been changed to read, "If such bodily injuries (or disease) shall wholly and continuously disable the insured . . . and prevent him from performing any and every duty pertaining to any occupation or employment, the company will pay," etc.

The Travelers Indemnity's accident and health premiums in 1923 were only \$59,902, so that this reinsurance will not appreciably swell the total of the Travelers Insurance, which in 1923 amounted to \$11,184,431.

Agency Managers Will Speak

In view of the special interest taken by accident and health officials in agency matters, the committee in charge of the program for the mid-winter meeting of the Health & Accident Underwriters Conference at St. Louis, Mar. 3-4, headed by Harold R. Gordon, executive secretary has secured two agency managers to present papers at that meeting that are expected to be of unusual value. M. Rowland, agency supervisor for the National Casualty of Detroit, will have as his topic "Problems of agency development." H. L. Brandt, agency manager for the Illinois Mutual Casualty of Peoria, will speak on "The Part-time agent." The program is being rapidly made up and promises to be one of especial merit.

Will Extend Operations

Within the next two months the Pan-American Life expects to enter Panama and the Canal Zone for writing accident and health insurance. Plans are now under way following an investigation of health conditions in those territories. Special policy forms will be written. An announcement of this kind is particularly interesting in view of the sickness record in Panama and the Canal Zone when first attempts were made to put through the inter-ocean canal.

Maryland Health Figures

BALTIMORE, MD., Jan. 20.—Sickness in Maryland showed a decrease of 57 percent in 1924, as compared with the figures for 1923, according to a report by Dr. R. H. Riley of the Bureau of Communicable Diseases, which showed 14,295 cases of sickness in 1924, against 33,735 for 1923.

The report showed a decrease of 16 percent in typhoid fever cases, a drop of 29 percent in diphtheria, a decrease in pneumonia and but 1,210 cases of influenza in 1924, while 13,681 were reported in 1923.

Dr. Riley explained 1,718 cases of tuberculosis in 1924, as compared with 993 in 1923, by declaring the figures indicated the disease was being more generally recognized by physicians in the state. The majority of cases in 1924, he stated, were old ones. He said there was not an increase in the disease.

Whatley's Territory Extended

S. T. Whatley, general agent at Chicago for the life division of the Aetna Life, who also develops accident and health insurance, has been given Winnebago county and part of the counties of Ogle, Lee and LaSalle, and in addition the privilege of accepting accident business from life agents in Kankakee, Ford, Rockford, Champaign, Vermilion, Coles, Douglas and Edgar counties in Illinois. The Chicago branch office will have equal privileges with Mr. Whatley for the development of accident and health business in the territory mentioned.

Dietjen-Pratt Co.

The Columbia Life of Cincinnati recently appointed Dietjen-Pratt Company general agents at Akron, O.

Nebraska State Reinsures

The Nebraska State Life has made a reinsurance contract with the newly organized Pioneer Indemnity and its affairs will be closed out. The company was started years ago by S. R. Barton, after he had been, as state auditor, in charge of insurance affairs. It was taken over shortly before his death by Ernest C. Folsom and his associates, and wrote

life, health and accident. A considerable part of its business was writing funeral benefit policies on the assessment plan. J. S. Dickman, secretary of the Pioneer, is also secretary of the Nebraska State. The new company has a capital of \$10,000 and a surplus of \$2,500. The new company reinsured about \$79,000 worth of business.

Goes With Federal Savings

Stuart Coulter, an attorney of Indianapolis, who for the last six years has been in the Indiana insurance department as deputy commissioner, has become associated with the Federal Savings and allied companies as general counsel.

Missouri State's Accident Record

Missouri State Life agents in December showed an increase in accident production of 128 percent compared with December, 1923. The boys did it for Vice-President John Moriarty. In 1924 the accident department paid for \$425,000 in accident and health premiums. It was the third year the company handled accident and health business.

The H. V. Godbold Insurance Company has been chartered at Richmond, Va., to conduct a general insurance business. A. Harrison Saunders, vice-president, will handle the life business. He was formerly with the Atlantic Life of Richmond.

GENERAL AGENT WANTED

One of the well established old line life insurance companies, with more than One Hundred Millions in force, has a General Agency opening at Duluth, Minnesota. It has a substantial number of policyholders and some particularly fine connections for securing a large business in that territory. If you are interested, have the ability to qualify and can furnish satisfactory references, address **L-49**, c/o National Underwriter

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

The New Year's Gates

They open into a period of unequalled opportunity. These are factors:

- (1) A sound financial situation.
- (2) Abundant capital for worthy enterprises.
- (3) Small merchandise inventories.
- (4) Commercial and industrial conditions improved.
- (5) Construction on a grand scale nearly everywhere in the United States.
- (6) A more general spirit of fair play toward railroads and the larger corporations.
- (7) A brighter day abroad.

The Penn Mutual during 1925 will still further improve the quality and extend the strong co-operative service which in 1924 it gave to its Field representatives.

**The Penn Mutual
Life Insurance Company**
Philadelphia, Pa.
Organized 1867

The GLOBE MUTUAL LIFE INSURANCE COMPANY

OF CHICAGO, ILL.

PROGRESS OF THE GLOBE

Results for 1923

GAIN IN INSURANCE IN FORCE	83 per cent
GAIN IN INTEREST	31 per cent
GAIN IN INCOME	26 per cent
GAIN IN ASSETS	23 per cent
AVERAGE GAIN IN ALL ITEMS	41 per cent

This is away above the average of all Life Insurance Companies in the United States combined. It is a record we are very proud of and it shows how our policyholders appreciate the great service The Globe gives.

CLAIMS PAID BY RADIO--TELEGRAPH--SPECIAL DELIVERY

T. E. BARRY, President, General Manager and Founder

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00 The National Underwriter Company, 1262 Insurance Exchange, Chicago.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

VICTORY LIFE'S NEW RATES

Chicago Company Issues Some New Forms, Including Child's Endowment and Mortgage Redemption

The new book of the Victory Life of Chicago, contains several new policies. The child's policy death benefits are graded. The mortgage policy is composed of endowment 85 insurance and one year term insurance, the term insurance being renewed from year to year in decreasing amounts as the mortgage is paid off. Rates for these and other new policies are as follows per \$1,000:

Child's Endowment			
20 Pay End	20 Pay	20 Yr. End.	20 Yr. End.
Age Prem.	Age Prem.	Age Prem.	Age Prem.
2.....\$2.00	2.....\$3.42	2.....\$4.29	
3.....2.06	3.....3.42	3.....4.30	
4.....2.11	4.....3.43	4.....4.30	
5.....2.17	5.....3.43	5.....4.31	
6.....2.23	6.....3.44	6.....4.31	
7.....2.29	7.....3.44	7.....4.32	
8.....2.35	8.....3.45	8.....4.32	
9.....2.41	9.....3.45	9.....4.33	
10.....2.45	10.....3.46	10.....4.34	
11.....2.47	11.....3.46	11.....4.34	
12.....2.48	12.....3.47	12.....4.34	
13.....2.49	13.....3.48	13.....4.35	
14.....2.50	14.....3.50	14.....4.35	

Mortgage Redemption Policy

End. at 85	Term	20 Pay.	End. at 65	End. at 55
Age	Prem.	Prem.	Age	Prem.
21.....\$16.25	\$8.26	15.....\$24.45	\$16.39	
22.....16.63	8.26	16.....24.88	16.78	
23.....17.02	8.31	17.....25.32	17.19	
24.....17.43	8.36	18.....25.76	17.62	
25.....17.87	8.42	19.....26.26	18.08	
26.....18.33	8.48	20.....26.75	18.57	
27.....18.81	8.56	21.....27.27	19.09	
28.....19.32	8.63	22.....27.81	19.63	
29.....19.86	8.71	23.....28.37	20.20	
30.....20.42	8.80	24.....28.95	20.81	
31.....21.02	8.88	25.....29.56	21.45	
32.....21.64	8.98	26.....30.18	22.13	
33.....22.31	9.11	27.....30.84	22.85	
34.....23.01	9.22	28.....31.53	23.62	
35.....23.76	9.35	29.....32.24	24.44	
36.....24.55	9.49	30.....32.98	25.30	
37.....25.38	9.64	31.....33.76	26.23	
38.....26.27	9.82	32.....34.57	27.22	
39.....27.20	10.00	33.....35.42	28.28	
40.....28.20	10.22	34.....36.30	29.41	
41.....29.26	10.45	35.....37.22	30.63	
42.....30.38	10.71	36.....38.20	31.93	
43.....31.58	10.98	37.....39.22	33.34	
44.....32.86	11.30	38.....40.29	34.86	
45.....34.21	11.66	39.....41.42	36.49	
46.....35.63	12.07	40.....42.59	38.27	
47.....37.15	12.53	41.....43.85	40.21	
48.....38.77	13.05	42.....45.17	42.31	
49.....40.49	13.69	43.....46.56	44.62	

DIRECTORY OF LIFE INSURANCE

ILLINOIS

WYMAN & PALMER

General Agents for Illinois
BERKSHIRE LIFE INS. CO.
of Pittsfield, Mass.
105 So. La Salle
CHICAGO, ILLINOIS

MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

FIDELITY MUTUAL LIFE INSURANCE COMPANY, PHILADELPHIA
Walter LeMar Talbot, President
A few agency openings for the right men

NEW RATE FOR OHIO STATE

Complete Revision in Schedule Shows Includes Marked Reductions on All Forms

The Ohio State Life has issued a new rate book, showing a complete revision in rates and forms. In general the premiums and guaranteed values have been improved, with lower premiums and higher values. The premium rates have been extended downward to 15 years. Ordinary life policies have been superseded by endowment at age 85, with lower rates. Term policies are issued in two forms, one being a one to five year automatically convertible and a ten year convertible within nine years. Endowments at age 25 and endowments at age 30 have been added. Premiums on all participating forms have been greatly reduced. The company has added a "superstandard policy" which will be issued in units of \$5,000 to superstandard male risks only. The rates on this new superstandard \$5,000 forms are as follows:

Superstandard Life \$5,000			
Age	Prem.	Age	Prem.
20.....\$ 68.05		41.....\$122.00	
21.....69.55		42.....127.35	
22.....71.10		43.....132.65	
23.....72.75		44.....137.95	
24.....74.50		45.....143.25	
25.....76.25		46.....148.55	
26.....78.15		47.....153.85	
27.....80.20		48.....159.15	
28.....82.25		49.....164.45	
29.....84.50		50.....169.75	
30.....86.80		51.....175.05	
31.....89.30		52.....180.35	
32.....91.85		53.....185.65	
33.....94.60		54.....190.95	
34.....97.45		55.....196.25	
35.....100.55		56.....201.55	
36.....103.80		57.....206.85	
37.....107.15		58.....212.15	
38.....110.80		59.....217.45	
39.....114.65		60.....222.75	
40.....118.70			

The annual premium rates for \$1,000 under the new schedule for participating forms from ages 15 to 65 are as follows:

Participating \$1,000					
Age	End. at 85	20 Pay Life	30 Year End.	25 Year End.	20 Year End.
15.....	16.15	25.39	30.79	37.21	47.28
16.....	16.45	25.74	30.86	37.27	47.34
17.....	16.76	26.11	30.93	37.34	47.40
18.....	17.09	26.50	31.02	37.41	47.47
19.....	17.42	26.89	31.11	37.49	47.52
20.....	17.79	27.31	31.20	37.58	47.59
21.....	18.16	27.73	31.31	37.66	47.67
22.....	18.55	28.18	31.43	37.75	47.76
23.....	18.96	28.64	31.55	37.85	47.84
24.....	19.39	29.12	31.68	37.96	47.93
25.....	19.85	29.62	31.82	38.07	48.02
26.....	20.33	30.14	31.98	38.20	48.13
27.....	20.83	30.68	32.14	38.34	48.24
28.....	21.36	31.24	32.33	38.48	48.36
29.....	21.92	31.82	32.54	38.65	48.49
30.....	22.51	32.42	32.76	38.82	48.63
31.....	23.14	33.06	33.01	39.01	48.78
32.....	23.78	33.72	33.25	39.22	48.95
33.....	24.48	34.40	33.52	39.46	49.13
34.....	25.21	35.12	33.82	39.72	49.33
35.....	25.99	35.87	34.15	40.00	49.55
36.....	26.82	36.65	34.54	40.32	49.79
37.....	27.68	37.48	34.95	40.66	50.06
38.....	28.61	38.33	35.42	41.05	50.35
39.....	29.58	39.23	35.94	41.47	50.69
40.....	30.62	40.16	36.52	41.95	51.05
41.....	31.73	41.16	37.17	42.48	51.45
42.....	32.90	42.20	37.88	43.06	51.91
43.....	34.15	43.31	38.68	43.72	52.42
44.....	35.48	44.47	39.56	44.44	52.98
45.....	36.90	45.71	40.54	45.25	53.60
46.....	38.41	47.00	41.62	46.12	54.30
47.....	40.03	48.38	42.81	47.07	55.08
48.....	41.76	49.86	44.11	48.14	55.95
49.....	43.60	51.41	45.55	49.31	56.92
50.....	45.56	53.06	47.12	50.61	57.98
51.....	47.65	54.83			59.15
52.....	49.90	56.70			60.45
53.....	52.28	58.69			61.90
54.....	54.84	60.83			63.49
55.....	57.58	63.12			65.23
56.....	60.50				67.14
57.....	63.64				69.24
58.....	67.01				71.54
59.....	70.62				74.07
60.....	74.61				76.87
61.....	78.88				
62.....	83.17				
63.....	88.02				
64.....	93.30				
65.....	98.82				

The new rates on non-participating

forms per \$1,000 from ages 15 to 65 are as follows:

Non-Participating \$1,000						
Age	End. at 85	20 Pay Life	30 Year End.	25 Year End.	20 Year End.	15 Year End.
15...	13.08	20.46	25.61	31.64	41.06	57.38
16...	13.35	20.76	25.67	31.69	41.11	57.42
17...	13.62	21.07	25.73	31.75	41.16	57.48
18...	13.90	21.40	25.81	31.81	41.22	57.54
19...	14.20	21.73	25.88	31.88	41.27	57.59
20...	14.51	22.09	25.96	31.95	41.33	57.65
21...	14.84	22.44	26.05	32.02	41.40	57.71
22...	15.18	22.82	26.15	32.10	41.47	57.78
23...	15.54	23.21	26.26	32.18	41.54	57.85
24...	15.92	23.62	26.37	32.28	41.62	57.92
25...	16.32	24.04	26.49	32.37	41.70	58.00
26...	16.74	24.48	26.62	32.48	41.79	58.08
27...	17.18	24.94	26.76	32.61	41.89	58.16
28...	17.64	25.41	26.92	32.73	42.00	58.26
29...	18.13	25.90	27.09	32.87	42.11	58.36
30...	18.65	26.41	27.29	33.02	42.23	58.47
31...	19.19	26.95	27.50	33.18	42.36	58.59
32...	19.76	27.51	27.70	33.36	42.51	58.71
33...	20.37	28.09	27.93	33.57	42.66	58.84
34...	21.01	28.69	28.18	33.79	42.83	58.99
35...	21.69	29.32	28.47	34.03	43.03	59.15
36...	22.42	29.98	28.79	34.30	43.24	59.32
37...	23.17	30.68	29.14	34.60	43.47	59.51
38...	23.98	31.40	29.54	34.93	43.72	59.72
39...	24.83	32.17	29.98	35.29	44.02	59.94
40...	25.75	32.96	30.48	35.71	44.32	60.19
41...	26.71	33.80	31.02	36.16	44.68	60.47
42...	27.74	34.68	31.63	36.66	45.08	60.79
43...	28.83	35.62	32.30	37.22	45.52	61.13
44...	30.00	36.60	33.05	37.84	46.01	61.53
45...	31.24	37.65	33.88	38.53	46.55	61.95
46...	32.56	38.74	34.80	39.28	47.16	62.43
47...	33.98	39.91	35.81	40.10	47.83	62.97
48...	35.49	41.16	36.91	41.02	48.59	63.57
49...	37.10	42.47	38.13	42.02	49.43	64.23
50...	38.82	43.87	39.47	43.14	50.35	64.96
51...	40.65	45.36	51.37	65.78
52...	42.61	46.94	52.60	66.68
53...	44.70	48.63	53.75	67.67
54...	46.94	50.44	55.14	68.77
55...	49.33	52.37	56.65	69.98
56...	51.89	71.33
57...	54.63	72.82
58...	57.58	74.46
59...	60.74	76.29
60...	64.14	78.30
61...	67.80
62...	71.73
63...	75.97
64...	80.59
65...	85.42

NEW FORMS ARE ANNOUNCED

Great Northern of Chicago Issues Semi-Endowment at 75, Special 20 Pay Life and New Rider

The Great Northern Life of Chicago announced three new features at the agency conference in Chicago last week, a new semi-endowment at age 75, a 20 payment life policy with guaranteed endowment options and a return premium benefit certificate.

The semi-endowment provides for payment of the face of the policy at termination by death prior to the 75th birthday anniversary, and payment of one-half the face as an endowment at age 75, if not previously terminated by death. This will be issued only in amounts over \$2,000 and less than \$50,000 and the minimum first premium is \$15. The rates per \$1,000 on this form are as follows:

Age	Prem.	Age	Prem.	Age	Prem.
15...	\$11.83	31...	\$16.97	46...	\$28.85
16...	12.05	32...	17.46	47...	30.13
17...	12.27	33...	17.97	48...	31.51
18...	12.51	34...	18.52	49...	32.99
19...	12.76	35...	19.09	50...	34.57
20...	13.03	36...	19.82	51...	36.30
21...	13.30	37...	20.49	52...	38.16
22...	13.59	38...	21.20	53...	40.19
23...	13.89	39...	21.94	54...	42.36
24...	14.21	40...	22.77	55...	44.72
25...	14.55	41...	23.62	56...	47.42
26...	14.90	42...	24.53	57...	50.37
27...	15.27	43...	25.51	58...	53.59
28...	15.67	44...	26.55	59...	57.11
29...	16.08	45...	27.66	60...	61.00
30...	16.51				

The new 20 pay life form contains all the options of the regular 20 pay life policy and in addition four extra options, all of which are guaranteed. The premiums on this are as follows:

Age	Prem.	Age	Prem.	Age	Prem.
15...	\$31.25	31...	\$38.22	46...	\$51.62
16...	31.57	32...	38.81	47...	52.97
17...	31.90	33...	39.44	48...	54.41
18...	32.26	34...	40.10	49...	55.93
19...	32.62	35...	40.78	50...	57.55
20...	32.99	36...	41.54	51...	59.27
21...	33.37	37...	42.34	52...	61.10
22...	33.77	38...	43.17	53...	63.05
23...	34.21	39...	44.04	54...	65.14
24...	34.64	40...	44.95	55...	67.39
25...	35.08	41...	45.92	56...	69.78
26...	35.57	42...	46.94	57...	72.35
27...	36.05	43...	48.02	58...	75.11
28...	36.55	44...	49.15	59...	78.09
29...	37.09	45...	50.36	60...	81.28
30...	37.63				

In connection with all policies ex-

Hit Him Where He Lives!

When Daddy says he has been thinking about some sure method of building an educational fund for Roger, or a savings system to provide a start in business for Luther, or a musical education for Marguerite, or possibly a dowry for Dorothy—

Lincoln National Life men have the plan to present.

It is the new JUVENILE POLICY written on the lives of children from one day old up to 14 years.

Issued as Terminal Endowments, maturing at ages 16 to 20, inclusive, or as a Twenty Pay Life or Twenty Year Endowment.

The full face value of the policy is reached on the anniversary of the policy on which the insurance age of the child is 5 years.

Waiver of further premiums in event of the death or disability of the father may be provided by the Payor Insurance feature.

The father (or other person paying the premiums) controls the insurance estate until the child is 21 years of age.

In event of the death of the child the policy is payable to the father.

No limit is set as to maximum amount.

This new JUVENILE POLICY completing the kit of service tools for Lincoln National Life agents makes it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$345,000,000 In Force

cept term, the company will add a return premium benefit certificate, providing for the return of all premiums paid or one-half the premiums paid, if death occurs within a specified period. These payments are in addition to the face of the policy and this privilege is only allowed on new policies. The factors to determine the rate, which, multiplied by the regular policy premium, gives the total charge with this feature included, are as follows:

Age	Full Return			Half Return		
	10-Year Period	15-Year Period	20-Year Period	10-Year Period	15-Year Period	20-Year Period
15..	1.045	1.066	1.086	1.022	1.032	1.042
16..	1.045	1.066	1.087	1.022	1.032	1.042
17..	1.046	1.067	1.088	1.022	1.032	1.042
18..	1.046	1.067	1.089	1.022	1.033	1.043
19..	1.046	1.068	1.090	1.023	1.033	1.043
20..	1.047	1.069	1.092	1.023	1.033	1.044
21..	1.047	1.069	1.093	1.023	1.033	1.044
22..	1.047	1.070	1.094	1.023	1.034	1.045
23..	1.048	1.071	1.096	1.023	1.034	1.046
24..	1.048	1.072	1.097	1.024	1.035	1.046
25..	1.049	1.073	1.099	1.024	1.035	1.047
26..	1.049	1.074	1.101	1.024	1.036	1.048
27..	1.050	1.075	1.103	1.024	1.036	1.049
28..	1.051	1.077	1.106	1.025	1.037	1.050
29..	1.052	1.078	1.109	1.025	1.038	1.052
30..	1.052	1.080	1.112	1.026	1.038	1.053
31..	1.053	1.082	1.116	1.026	1.039	1.055
32..	1.054	1.084	1.120	1.026	1.040	1.057
33..	1.055	1.086	1.125	1.027	1.041	1.059
34..	1.057	1.089	1.130	1.028	1.042	1.061
35..	1.058	1.092	1.136	1.028	1.044	1.064
36..	1.059	1.095	1.143	1.029	1.045	1.067
37..	1.061	1.099	1.151	1.030	1.047	1.070
38..	1.063	1.103	1.160	1.031	1.049	1.074
39..	1.065	1.108	1.170	1.032	1.051	1.078
40..	1.068	1.114	1.181	1.033	1.054	1.083
41..	1.070	1.120	1.193	1.034	1.057	1.088
42..	1.074	1.127	1.208	1.036	1.060	1.094
43..	1.077	1.135	1.223	1.037	1.063	1.101
44..	1.081	1.144	1.242	1.039	1.067	1.108
45..	1.086	1.155	1.262	1.041	1.072	1.116
46..	1.091	1.166	1.285	1.044	1.077	1.125
47..	1.097	1.179	1.311	1.046	1.082	1.135
48..	1.104	1.194	1.340	1.049	1.089	1.145
49..	1.112	1.211	1.373	1.053	1.095	1.157
50..	1.120	1.229	1.411	1.057	1.103	1.171
51..	1.130	1.250	1.454	1.061	1.111	1.185
52..	1.140	1.274	1.503	1.066	1.121	1.201
53..	1.152	1.301	1.558	1.071	1.131	1.218
54..	1.166	1.331	1.621	1.076	1.142	1.237
55..	1.181	1.366	1.692	1.083	1.155	1.257

Home Life

The Home Life of New York announces that it has increased its limit from \$100,000 to \$150,000 on first class male risks, retaining one-third of the amount and reinsuring the other two-thirds. The maximum amount that the company itself will take is \$50,000.

Ohio National Life

The Ohio National Life has changed the name of its special policies which carried one-half the ultimate premium for the first ten years, these now being known as "modified life with change of premium at the end of ten years." The company has also made a change in its suicide clause, removing the phrase "die as a consequence of violation of the law" from this clause.

Equitable Life

The Equitable Life of Iowa announced that the excess interest rate of 1.5 percent annually will be continued for 1925 for dividends left to accumulate with interest and for participating settlements of policy proceeds under which an interest rate of 3 percent is guaranteed, except for certificates of deposit on which interest is payable fractionally in which case excess interest dividends will be at the rate of 1.4 percent.

Aetna Life

The Aetna Life has announced that it will continue to pay one percent excess interest on the proceeds of non-participating policies left with the company to be paid in installments or held at interest this year. No excess interest will be paid on the income provided at maturity of insurance with life income plan, as under this plan the income is paid for a certain term and for life thereafter under the option. Experience shows that under this policy the income is much larger than would be provided by the optional mode, which means that the company will have to earn a higher rate of interest in order to carry out the contract under this option. The rate of interest is at least

four and one-half percent, and for this reason the company cannot pay excess interest.

New England Mutual

The New England Mutual Life directors at their recent meeting voted that all policies in force which were issued on the 4 percent and 3 1/2 percent reserve basis, shall receive their full reserve value when surrendered for cash, or when paid up or extended insurance is taken. No surrender charge will be deducted from the reserve hereafter.

The New England Mutual Life has changed its maximum limits as follows:

Ages	Life and End. Forms	
	Male	Female
15 to 20.....	\$ 50,000	\$ 30,000
21 to 24.....	100,000	50,000
25 to 29.....	150,000	50,000
30 to 34.....	200,000	100,000
35 to 39.....	250,000	100,000
40 to 44.....	300,000	100,000
45 to 49.....	350,000	100,000
50 to 54.....	400,000	100,000
55 to 59.....	450,000	100,000
60 to 64.....	500,000	100,000
65 to 69.....	550,000	100,000
70 to 74.....	600,000	100,000
75 to 79.....	650,000	100,000
80 to 84.....	700,000	100,000
85 to 89.....	750,000	100,000
90 to 94.....	800,000	100,000
95 to 99.....	850,000	100,000
100.....	900,000	100,000

*Of this amount not more than \$50,000 will be issued on the convertible and renewable form. Any additional amount must be on the convertible form.

Policies containing either disability income or double indemnity provisions, or both, will not be issued for more than \$25,000 on any one life.

Waiver of premium will be granted for full limits on life and endowment policies.

Connecticut General Life

The Connecticut General Life has just revised its term contract so that the term insurance becomes permanent insurance protection if the policyholder is disabled during the conversion period. In such circumstances the policyholder would, of course, be ineligible for new insurance, and provision for the continuance of his present policy is therefore most valuable protection.

Under the company's new contract, the

disabled policyholder may change his policy to any form of permanent insurance with disability protection corresponding to that in his term policy. If he fails to exercise his conversion privilege, the company automatically converts the term policy to the ordinary life plan at the end of the conversion period.

The policyholder is relieved of further premium payments and in addition the company pays him a monthly income as long as he lives and is disabled. Neither the waived premiums nor the disability income payments to the insured are deducted from the amount of insurance payable at death.

Fidelity Mutual Life

The Fidelity Mutual Life has revised its premium payment schedules, adding a monthly payment plan and effecting a reduction in quarterly and semi-annual plans. Premiums may now be paid on a monthly basis in all cases where the amount payable will equal or exceed \$10 per month, the monthly premiums being determined by adding 6 percent to the annual premium and dividing by 12. The semi-annual rates, heretofore computed by adding 3 percent and dividing by 2, are now determined by adding 1 1/2 percent and dividing by two. Quarterly rates, formerly computed by adding 6 percent and dividing by 4, are now determined by adding 3 percent and dividing by 4. A change has also been made in dividend reduction plans, whereby a proportionate amount of the annual dividends will be applied on each premium payment, whether semi-annual, quarterly or monthly.

Honor C. W. Helser

Charles W. Helser, manager of the coast department of the California State Life with headquarters in San Francisco, was elected president of the Union League Club of that city last week. Mr. Helser has served the club as secretary during the past year. His public work and oratorical ability were factors in bringing to him the honor. He was for two years president of the California Development Association, the state Chamber of Commerce, and has been prominent in many civic movements.

WITH INDUSTRIAL MEN

NEWS FROM THE PRUDENTIAL

Excellent Records Were Made by Active Men in the Field—Promotions Announced

Assistant Superintendent Andrew G. Schippel, who operates from the Chicago No. 8 district of the Prudential, has attained leadership of Division J, in the production of ordinary net new business. Mr. Schippel has now completed more than 20 years of service with the company. During the past year his assistant was not charged with a single able final.

Charles A. Halsall, agent in the New Haven, Conn., district, has been promoted to an assistant superintendency in the Newark No. 2, N. J., district.

Among the recent appointees to the position of assistant superintendent in Division E are:

Tempest H. Burlew, formerly of the Altoona, Pa., district, who has joined the staff of his former assistant superintendent, now superintendent, B. B. Stevens of Beaver Falls. Mr. Burlew operates at the New Castle detached office.

Delbert G. Hickernell, who succeeds to the Meadville, Pa., detached office of the Oil City, Pa., district, after serving as agent at this point.

George W. Lohr, who has received the appointment at Johnstown, Pa., lately operated a debit in that city. It is an interesting fact that the predecessors of the present incumbents at Meadville and Johnstown were recently promoted to superintendency positions.

Individual leaders of Division E are announced in industrial net increase. Assistant W. M. Logue of Lewistown, Pa., again demonstrated the superb producing power of this unit by showing to the fore among the assistant staffs. To a Washington, Pa., agent, J. E. Reagan, goes the honor of No. 1 position in Division E. He has been in the service six years and always finishes with the leaders. Nor does he overlook ordinary.

Agency Organizers Robert J. Geddis of Sault Ste. Marie and Nathan A. Hammond of Fort William were promoted to superintendents of their respective districts.

Conrad V. Dykeman, superintendent of the Long Island city district, on Dec. 15, reached his forty-fifth anniversary, and entered Class "T" of the Prudential Old Guard. The anniversary was elaborately celebrated.

Prudential Booster Club

J. A. Kueber is the new president of the Prudential Booster Club elected at the annual meeting at Evansville, Ind. V. H. Tableman was elected vice-president; G. C. Mason, secretary, and A. D. Hanes, treasurer.

Members of the club were guests of D. C. Williams, the local superintendent. Members of the club must write more than \$50,000 of insurance annually.

Confesses Forging Application

Millard L. Boutet, a solicitor for an industrial life company at Columbus, O., confessed in court this week that he forged the name of Enos M. Jones to an application in order to get a premium, and was sentenced to serve one year in the Ohio penitentiary. The sentence was suspended, however, upon the request of the company, which said that Boutet had a good record. Some of the industrial companies allow their agents 18 times the original weekly payment, it was stated, and some agents, it was charged, have been writing up dead people in order to get the \$7.20, carrying the policy for a few weeks and then dropping it.

John Martin of Waukesha, Wis., one of the biggest personal producers for the New York Life in the Wisconsin field, was severely injured when the automobile in which he was driving crashed into a Soo line train after sliding on a slippery pavement. The automobile was wrecked and Mr. Martin cut about the head and body.

INCREASE IN THE DIVIDENDS

Prudential Makes Announcement As to Its Action on Industrial Policies for the Year

Together with its announcement of 1925 dividends in the ordinary and intermediate department, the Prudential announced increased dividends for its industrial department for this year. The industrial dividends will be payable in several forms, as permanent paid up additions to the amount of insurance, as dividends to be applied to the payment of premiums, as additional benefit from policies becoming claims or as cash dividends. The issues of all years prior to 1921 will participate in the dividends of some form or other.

The new schedule of the Prudential for permanent paid up additions is as follows:

Annual Dividend Policies

Regular Whole Life Policies: Permanent Paid-up Additions, Effective December 30, 1924

Policies Dated in	Regular Dividend	Special Dividend	Total Dividend	Total paid-up Additions Dec. 30, 1924, including previous years
1875-1889	1 1/2%	1 1/2%	3%	14 1/2%
1890-1891	1 1/2%	1 1/2%	3%	14 1/2%
1892	1 1/2%	1 1/2%	3%	14 1/2%
1893	1 1/2%	1 1/2%	3%	14 1/2%
1894	1 1/2%	1 1/2%	3%	14 1/2%
1895	1 1/2%	1 1/2%	3%	14 1/2%
1896	1 1/2%	1 1/2%	3%	14 1/2%
1897-1914	1 1/2%	1 1/2%	3%	14 1/2%
1915-1916	1 1/2%	1 1/2%	3%	14 1/2%
1917-1919	1 1/2%	1 1/2%	3%	14 1/2%
1920	1 1/2%	1 1/2%	3%	14 1/2%

Special Ind. and Special Adult Policies (Issued as Non-participating): Permanent Paid-up Additions, Effective December 30, 1924

Policies Dated in	Regular Dividend	Special Dividend	Total Dividend	Total paid-up Additions Dec. 30, 1924, including previous years
1886-1897	1 1/2%	1 1/2%	3%	14 1/2%
1898-1908	1 1/2%	1 1/2%	3%	14 1/2%
1909	1 1/2%	1 1/2%	3%	14 1/2%
1910	1 1/2%	1 1/2%	3%	14 1/2%
1911-1914	1 1/2%	1 1/2%	3%	14 1/2%
1915-1916	1 1/2%	1 1/2%	3%	14 1/2%
1917-1919	1 1/2%	1 1/2%	3%	14 1/2%
1920	1 1/2%	1 1/2%	3%	14 1/2%

Limited-Payment Life and Endowment Policies:

1906-1914 1 1/2% 1 1/2% 3% 14 1/2%

20-Year Payment Life Policies:

1914 1 1/2% 1 1/2% 3% 14 1/2%

1915-1916 1 1/2% 1 1/2% 3% 14 1/2%

1917-1919 1 1/2% 1 1/2% 3% 14 1/2%

1920 1 1/2% 1 1/2% 3% 14 1/2%

Deferred Dividend Policies

Regular Whole Life Policies:

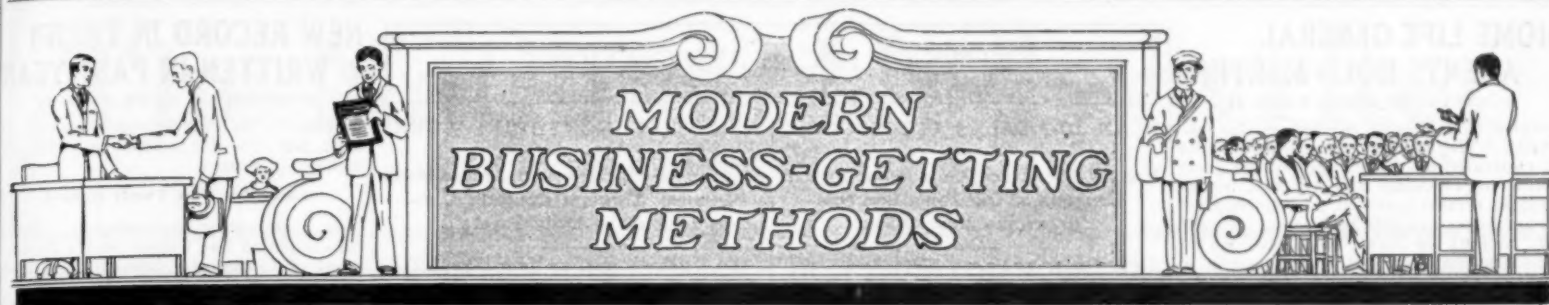
1897-1906 1 1/2% 1 1/2% 3% 14 1/2%

Special Industrial Policies (Issued as Participating):

1890-1894 1 1/2% 1 1/2% 3% 14 1/2%

Holders of policies issued from April 5, 1915 to Dec. 31, 1918, where request was not made to change the dividend system, will receive dividends to be applied to the payment of premiums equal to the value of the corresponding paid up additions, had the dividend system been changed. These dividends will be settled by voucher from the home office. Policies issued in 1900 and in 1905 by their terms are entitled to a cash five year dividend in 1925. This dividend has been declared as the equivalent of so many weeks premiums, so that policyholders may take it in this form, though if they prefer, it will be paid in cash. For 1900 policies the dividend equals 20 weeks' premiums and for 1905 policies 35 weeks. Additional death benefits will be paid in place of these dividends, if desired, in the case of those policies maturing by death during 1925, the length of additional benefit on premium paying policies being as follows:

Policies Dated in	Additional Benefit per \$100 of Face	Policies per \$100 of Face	Additional Benefit
1897 to 1902.....	\$20.00	1905.....	\$17.50
1903.....	19.50	1906.....	16.50
1904.....	18.50		



Oliver Thurman of Mutual Benefit Has Graphic Demonstration of Selling the "Idea" and Not Price of Policy Form

"IDEAS are tremendously dynamic," said Oliver Thurman, superintendent of agencies of the Mutual Benefit Life, in a recent address. "They possess irresistible force either to compel action or to withstand other ideas. The life insurance salesman must understand the use of this powerful force of suggestion, and the equally powerful force of inhibition in the mind of the prospect, for he deals altogether with ideas."

Mr. Thurman said that there is no one idea in the prospect's mind, but

to the defense of the prospect when a special proposition is mentioned.

At this point Mr. Thurman apparently digressed from his theme to present several charts. One of them showed the growth of a national institution, Mr. Thurman's own company. The line of its growth rose slowly through the years, but with steadily accelerating rapidity, so that in the last few years the business more than doubled over that built painstakingly through the many years of its early development. Another chart showed the similar development of a local institution. Still another showed the development in earning power of a group of successful men, traced from ages 21 to 45. Their earning power reached the half-way point at age 37, which meant that in the last eight years of the period their earning power increased twice as rapidly as during the first sixteen years, showing the value of the experience and knowledge accumulated during the early years. This graphically pictures the value of the human life, which depends altogether upon time for its development. Life insurance is a modern development for indemnity against the loss of future earning power, the greatest appeal in life insurance salesmanship.

Mr. Thurman suddenly stopped to ask his audience how many had been thinking of objections to life insurance during the explanation of the charts. His hearers were surprised to find that they had been so interested in the development of the idea that they had not thought of it as a life insurance sales talk, and did not until Mr. Thurman mentioned it that they realize he had put across the idea of the necessity for protection against loss of earning power without having mentioned the ordinary things brought out in the sales talk. His presentation had been made so skillfully that no inhibitions were aroused in the minds of those who heard it, and it had been the more forceful because of the use of several charts, as ideas are transmitted with greater force when two or more of the senses are appealed to.

Mr. Thurman secured the inspiration for this type of canvass from the company's leading producer, Samuel W.

Sturm of the Cincinnati office. Mr. Sturm believes that the sale of life insurance is the sale of an idea, and in actual practice does not carry a rate book with him. He holds that the figures are merely the mechanics of the transaction and are better handled by the agent in his office. He does not carry the accurately drawn chart Mr. Thurman presented but expresses the same idea by making a tiny dollar mark on a scrap of paper, with a slightly larger mark next to it and so on with the dollar signs steadily increasing in size to show the acceleration of the man's earning power, to demonstrate that insurance must be carried in order to continue this earning after the earning power is gone.

Is Battle for Attention of Prospect During Sale

Mr. Sturm usually flatters the prospect a little by telling him that he would not be talking to him if he were not a successful business man. This usually wins the prospect's favor and Mr. Sturm handles his canvass similar to the presentation made by Mr. Thurman, so that no objections are aroused in the mind of the prospect. Working on this plan, he is not interested in the beneficiary, but only in the prospect's own earning power. He tells the prospect that he has no right to die and to deprive the world of his earning power. The big catch phrase which Mr. Sturm uses in his approach is to tell the prospect that he is going to "trace his life line." He says that the cemetery holds many potential millionaires and that the prospect's life line may lead to wealth or may break.

One of Mr. Sturm's friends was at one time considering life insurance as a vocation just to occupy his time, but said that he did not wish to enter the field in Cincinnati, where he and Mr. Sturm had the same circle of friends, as he did not want to invade Mr. Sturm's territory. Mr. Sturm told him to go right ahead and to use his own idea, which was big enough to allow them both to succeed. The new man did begin to solicit life insurance, using Mr. Sturm's idea of "tracing the life line," and sold \$1,700,000 the first year, after which he asked Mr. Sturm on one occasion to explain this matter of dividends to him, as he did not understand it. He had been selling this large volume of insurance because of the value of one sales idea, though as a matter of fact he knew very little of insurance.

Lists Factors That Are To Be Considered When Testing Agent's Value

THE factors to be considered in determining an agent's value to his company have been summed up by C. J. Schultz, superintendent of the conservation department of the Farmers National Life as follows:

Measurable Factors

1. Mortality on business written. Is it higher or lower than the company average?
2. Comparison of production. Is his production increasing annually, remaining stationary or decreasing?
3. Percentage of delivered policies. Does he put the company to unnecessary expense by reason of excessive cancellations of applied form, additional and alternate policies and incomplete applications?
4. His selection of risks. Does he use care in the selection of his risks? Does he limit himself to standard risks or, if he writes substandard risks, does he recognize them as such? Or does he have many cases "not issued as applied for" which he cannot deliver?
5. Promptness in settlement of first year premiums. Does he send in the net with the application when cash is collected? Does he remit promptly within the grace period if he takes a note? Or is he slow pay and a lot of trouble to the accounting department?
6. Is he a small policy producer? How does the average premium and amount of policy compare with the average of the company? If his average policy and premium are smaller, he is more expensive than the agent whose average is higher than that of the company.

Immeasurable Factors

1. His standing in the community. Is he a credit or a detriment to the company in his activities in the community?
2. His sources of new business. Does he rewrite satisfied policyholders or is he forced to seek new prospects because of misrepresentation?
3. Is he a real company representative? Does he work to further and protect the interests of the company, or is he always ready to put over a bad risk, an unjust death or disability claim, hold out renewal premiums and involve the company in endless disputes over matters caused by his carelessness or laxity?
4. Cooperation with the various departments of the company. Does he familiarize himself with new rules and practices established by the company? Is he still willing to learn new ideas to help him in his business? Does he readily respond to requests for an extra amount of new business? Is he an enthusiastic attendant at all meetings dependent for success upon enthusiasm, receptive attention, constructive criticism and stimulating ideas?

insured has not reached middle life," says Mr. Doll. Mr. Doll attempts to get his clients in the habit of buying insurance while young and then having them keep up a definite program, making insurance just as much of an investment as any bond. He advises a beginner to go after the young man and build up his business as they grow older.



OLIVER THURMAN

many different ideas pulling this way and that. The salesman adds the weight of an idea only to arouse on the opposite side an inhibiting thought, and the most successful salesman is the one who can transmit his own ideas to the mind of the prospect in such a way as to carry his point without arousing inhibition. Life insurance salesmanship, said Mr. Thurman, is the process of conveying an idea to the mind of another with the dynamics controlled to produce the desired results.

Average Approach Is Often Too Unscientific

Mr. Thurman said that the average agent's approach is more or less as follows:

"My name is Thurman. I represent such-and-such a company, a wonderful institution with an enviable history and an immense volume of insurance in force. I have come with a special proposition that will just fit your needs."

This is the outline of the customary method of approach, and Mr. Thurman pointed out how unscientific it is. The instant the salesman mentions the fact that he represents a certain institution, that he has come with a special proposition, inhibitory ideas are aroused in the mind of the prospect. Such objections as "too busy," "a friend connected with another company," "all the insurance I want," and others instantly come

WORKING A PLAN SYSTEMATICALLY

"WORKING a plan systematically," says Charles E. Doll of the Bokum & Dingle Agency of the Massachusetts Mutual in Chicago, "is responsible for the success of our agency. A plan is worked out for seeing a prospect and the prospect in turn is given a plan for buying life insurance."

A circular letter is sent to a selected list of prospects emphasizing the necessity of laying out an insurance program which will substitute for loss of earning power in event of death; will pay debts, and taxes, lift the mortgage, put the children through school and send a monthly check to one's wife as long as she lives; provide the policyholder with

funds in the event of total permanent disability from accident or disease; pay him an income in his old age.

A few days after the letter has been sent, Mr. Doll calls up the office of the man and asks for an appointment. A fair percentage of office calls results from this plan and considerable amount of business is written. Each month a list of births in his territory is obtained and a letter is sent to the baby in care of his father. This makes an appeal and sells the business.

"The more clients one has, the better. Therefore, small policies are more desirable than large ones providing you have enough of them, especially if the

HOME LIFE GENERAL AGENTS HOLD MEETING

(CONTINUED FROM PAGE 1)

service to humanity offered in this vocation. The agent or general agent who is motivated by the thought of the great work he is doing will succeed in far greater measure, and in consequence his financial reward will be greater. Russell M. Simons of New York presided at this session. He was also chairman in charge of the entire program of the conference.

New Limits Announced

More attention was given to company matters Tuesday morning, when announcement was made of the company's increased limits on individual lives according to the following schedule of maximum amounts at various ages:

Age	Maximum Amount
15 to 20.....	Discretionary
21 to 49, inclusive.....	\$150,000
50 and 51.....	135,000
52 and 53.....	120,000
54 and 55.....	105,000
56 and 57.....	90,000
58.....	75,000
59.....	60,000
60.....	45,000
61 and 62.....	30,000
63 to 65, inclusive.....	15,000

Of the above amounts the limit on Liberty or Term Plans is as follows:

Age	Maximum Amount
Term and Liberty:	
15 to 20.....	Discretionary
21 to 53.....	\$ 75,000
54.....	60,000
60.....	45,000

Ten Year Term is not issued at ages over 55.

It was also brought out that during the past year of President Low's administration 16 progressive changes in underwriting and methods of handling business have been made, besides some changes in the home office arrangements.

Officers Elected

The association's business session was held Tuesday afternoon, when the following officers were elected: President, C. F. Sheedy, Pittsburgh; vice-president, S. R. Whitten, Jr., Jackson, Miss.; secretary-treasurer, J. R. R. Martin, Peoria, Ill. According to custom, retiring President LeCroix becomes chairman of the executive committee.

The Home Life entertained the general agents and company officials and their wives at a banquet in the evening, at which President Low was toastmaster. Several of the company directors were present, including Francis L. Hines, E. LeGrand Beers, W. G. Low, Jr., and E. L. Hopkins, all of New York.

The spirit of the entire conference was one of looking forward. Plans are already under way for holding a policyholders' month in May in celebration of the 65th anniversary of the company.

To Meet at White Sulphur

The meeting of the General Agents' Association of the Penn Mutual Life will be held in White Sulphur Springs, Va., May 26-30, this year. The committee which will prepare the program and have charge of the meeting includes the following: Charles Iredell, Cincinnati, O.; Hugh M. Willet, Atlanta, Ga.; Walker Godwin, Memphis; J. Elliott Hall, New York City; J. E. Durham, Philadelphia. While this is an association composed exclusively of general agents, and operated by them, company officials and directors of the company are always in attendance.

Houston, Tex.—Ike L. Hill was elected president of the Houston association at the monthly meeting last week. Other officers elected were E. O. Hale, first vice-president; J. A. Slattery, second vice-president; and Adolph Westheimer, secretary and treasurer. W. F. Haver, J. M. Minton, A. C. (Tex) Bayless, Guy MacLaughlin and James H. Shively were named on the executive committee. The retiring president, W. F. Haver, was accorded a vote of thanks for his untiring activities during the past year.

NEWS OF LOCAL ASSOCIATIONS

PLAN BIG SALES CONFERENCE

Record Attendance Expected at Annual Congress of Oklahoma Life Underwriters Next Week

OKLAHOMA CITY, OKLA., Jan. 21.—The sixth sales congress of the Oklahoma Life Underwriters Association will be held in the Shrine Auditorium, Oklahoma City, Jan. 31. Invitation is being extended to all licensed and active life insurance agents within the state, whether members of the association or not. The program is being built around 1923 conditions as they now look in Oklahoma. Conditions are very favorable and the mental attitude of citizens of this state is good.

The chief attraction for the day will be two addresses delivered by Dr. S. S. Huebner, dean of the Wharton School of Finance and Commerce of the University of Pennsylvania. He will speak upon the topic, "Human Values vs. Property Values." Other prominent speakers will be John Fields, vice-president, Farmers National Bank, Oklahoma City, who for 20 years was editor of a large farm journal, and is being prominently mentioned as a possible appointee of President Coolidge as secretary of agriculture. Jesse G. Read, insurance commissioner of Oklahoma, will speak; also William A. Searle, assistant to John W. Clegg, president, National Association of Life Underwriters. A. E. Meyers, president of the Kansas City Life Underwriters, will be present to extend an invitation to the National Association convention to be held in Kansas City, Oct. 1.

The attendance committee has been authorized to and is issuing a special invitation to the student body of the College of Economics at the state university of Oklahoma, located at Norman, Okla., and it is hoped that many of them will attend. A number of the professors from the state university will also be in attendance by special invitation. It is hoped that something like 500 will attend this meeting all told. There will be a noon luncheon at the Shrine Temple, and the day will conclude with an evening banquet at the Oklahoma Club. C. C. Day, Oklahoma general agent for the Pacific Mutual, is president of the association and in charge of the plans for the sales congress.

M. H. O. Williams, first assistant superintendent of agencies of the Northwestern Mutual Life at Milwaukee, will also address the Oklahoma City sales congress. The congress will conclude with an address by E. S. Albritton of Dallas, Texas.

New York.—Plans for the annual sales congress of the New York association to be held March 10 have been completed and the committee in charge is awaiting replies from several life insurance authorities of note who have been asked to speak. President Morrow will occupy the chair at the morning session, and J. Elliot Hall in the afternoon. R. L. Jones is chairman of the general committee, and Mr. Hall is in charge of the program committee. The customary banquet will be held in the evening. The committee expects an attendance of 2,000.

Northern California.—Prof. Joseph Breitwieser of the University of California was to address the members of the Northern California association at San Francisco at their first monthly dinner of the year, Jan. 21. Professor Breitwieser's subject was "The Mind of the Buyer." He is well known throughout the United States for his writings, which are distributed through a New York newspaper syndicate.

At this meeting also the "Heron Trophy" for the best individual record of a member for services rendered in behalf of the institution of life insurance was to be awarded.

ARE UTILIZING "THRIFT WEEK"

Lansing Life Underwriters Arouse Much Interest Through Contests Conducted by Daily Papers

LANSING, MICH.—Life Insurance Day of Thrift Week Tuesday is being utilized this year by the Lansing association to interest a large number of persons, particularly the young, in the advantages of life insurance through contests being conducted in the local daily newspapers. Prizes totaling \$25 are offered readers of each paper in entirely separate contests.

The "ten best reasons why life insurance is necessary" are sought in the "State Journal" and a deluge of letters is resulting. Contest dates are the same as those of Thrift Week. Only life insurance men and their families are barred from participation. In the "Capital News" the best definition of life insurance in one hundred words or less is to win the first award. It is thought probable that many contestants are entering both competitions, this being allowable, although only one paper can be submitted in either contest. Announcements of the contests were contained in advertisements and both newspapers gave considerable space for accompanying "readers."

Portland, Ore.—The Oregon Life was in charge of the program of the Portland association meeting last week. The company was holding its annual salesmen's convention during the week and selected the most able speakers from its own ranks to present an attractive business getting program to the members of the association.

Duluth, Minn.—The last monthly meeting of the Duluth association was the best attended in the history of the organization. An interesting paper was read by Chester Shaffer on "Pep as a Factor in Increasing Life Insurance Writing."

Peoria, Ill.—Prof. A. R. Gilliland of Northwestern University was the principal speaker at the January meeting of the Peoria Life association. He spoke on "Psychology as Applied to Life Insurance Salesmanship." Wives of the members and non-member insurance men were invited as guests.

Quincy, Ill.—The Quincy association at its January meeting outlined a program of activities for the year and expects to have an instructive and valuable program for the season. Paul Root, regional sales manager of the Bankers' Life, was the speaker. A representative of each insurance company present was called on for a short talk.

Oklahoma.—Plans are being discussed by the Oklahoma association regarding the bringing of Dr. Griffin M. Lovelace and his entire teaching staff of the New York University for a full course in life insurance underwriting during the summer months. If the support of neighboring states can be obtained, the matter will be seriously considered. A committee was appointed to investigate the matter more fully. Russell Law is chairman.

St. Louis, Mo.—The St. Louis Association at its meeting this week, will receive the following report from the nominating committee: For president, W. A. Sommers and H. E. Walker; first vice-president, J. F. Hathaway and C. W. Fischer; second vice-president, J. W. Anderson, Moe Harris; secretary-treasurer, E. A. Pickel; for members of the executive committee, Ira Fisher, H. A. Nelson.

Cincinnati, O.—The Cincinnati association held its January meeting last Friday with over 200 present, the largest attendance the association has ever had. The speakers were Charles B. Knight, general agent for the Union Central Life at New York City, and James E. Bragg, Mr. Knight's assistant. Mr. Bragg gave a talk on "program insurance" which

NEW RECORD IN THRIFT WRITTEN IN PAST YEAR

(CONTINUED FROM PAGE 1)

written in its corresponding month of 1923 but on the whole by relatively smaller increases.

Establish New Thrift Record

In a statement discussing the figures forwarded to the United States Department of Commerce, Manager Wight of the association said:

"In establishing the new thrift record for 1924, the American people bought nearly four times as much life insurance as they did 10 years ago, although the population of the country increased during that time only one-sixth. The Federal Government asks us for these figures to help measure the general trend of business in the United States. In addition, the people of the country should be able to take some pride in these figures as a measuring rod of their own moral progress.

"When the records were complete for 1914, it was found that that year had witnessed the writing, by these 45 companies, of new business to the extent of \$2,370,000,000. Now, ten years later, we find that material increases over the preceding year have occurred during each year, except in 1921, and that the volume of new business during 1924 was 384 percent of the new business of 1914.

Responding to Needs

"Considering the different kinds of insurance, it is found that each class, during the 10-year period, has responded to the needs of the people in its particular field and has materially contributed toward the remarkable and progressive development of the institution. Ordinary life insurance during the ten-year period increased from \$1,662,231,000 to \$6,547,596,000, or 294 percent; industrial increased from \$662,600,000 to \$1,963,553,000, or 196 percent; and group insurance, a mere infant in 1914, increased from \$45,540,000 to \$597,926,000, or 1213 percent. Each class during 1924 broke all previous records.

"At the end of 1923 the total insurance outstanding in all United States legal reserve life insurance companies amounted to \$56,804,000,000. Adding to this the new business written during 1924, namely \$13,514,000,000, and making due allowance for terminations, through death and otherwise, the total amount of life insurance now outstanding in United States legal reserve companies probably amounts, in round figures, to \$64,000,000,000."

held the attention of the life underwriters for a full hour. In the business part of the program, President Shepard appointed a committee to select a chairman of team W, the life insurance team, for the community chest campaign to be held in the spring. E. R. Ferguson, manager for the Mutual Life of New York, was chosen to act in this capacity. The association also voted to make Isaac Bloom, the oldest member of the association, an honorary life member.

Cleveland, O.—Harold Pearce, retiring president of the Cleveland association, was presented with a gold emblem at the annual meeting of the organization Jan. 16. The treasurer's report showed a 20 percent increase in dues during the past year, the budget now running about \$1,000 per month. Service to members was considerably extended during the year, and additional space taken for the organization's office in the Society for Savings building. A cash balance of \$2,400 was carried over as working capital.

John H. York of the State Mutual was inducted as president. He announced the following as chairmen of standing committees for 1925: General agents, A. R. Allen; legislative, E. B. Hamilton; business practice, Chas. T. Wallace; program, James H. Rutherford; membership, F. L. Klingbeil; educational, finance, C. A. Wolfram; publicity, E. A. Darmstatter; auditing, J. W. Davis. M. J. Cleary, vice-president of the Northwestern Mutual, was announced as speaker for the next meeting Feb. 6.